

Collected Marz

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
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10c a COPY

B. A. I. S. 1897 with  
N. W. Ayer & Son

*Re-discovering*



IT WAS almost a tradition of the silverware business to illustrate its advertisements with brides and gift tables. As if silverware were precious as a gift alone, or the bride were the only one to use knives and forks and spoons!

Then 1847 Rogers Bros. advertising invaded the "untouched market"—the established home presided over by the brides of yesterday and yesterday. It was written to the hostess. It "held the mirror up to nature," dramatizing incident after incident that might and did happen in the homes of the readers. Logically, it showed the need for more silver, first, and met that need with 1847 Rogers Bros. Silverplate.

In the truest sense it was "creative." It sold a dozen salad forks or a half-dozen bouillon spoons where none had been used before. It made possible a wider selling and a more intensive selling for its clients, the International Silver Co., of Meriden, Conn., who have just completed the most successful year in their history!

**N. W. AYER & SON**  
ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO



## Worn-Out Words

"THE good doctor had a daft disposition." So wrote a novelist.

"Queen Catherine died of thought." Thus, an historian.

"Humility is a duty in public men as well as in idiots." So states Jeremy Taylor. But, when these passages were written, "daft" meant "mild;" "thought" was a synonym for "anxiety;" an "idiot" was a private citizen.

\* \* \* \* \*

WORDS are in constant evolution.

Always has this been a great handicap to him who would write.

Shakespeare exclaimed: "Words are grown so false that I am loathe to prove reason with them."

Today, it is a handicap also to him who would sell.

Many an advertiser is fighting his market battles with worn-out words.

*The above is an extract from "Worn-Out Words," in THE INTERRUPTING IDEA for January. Complete copies will be sent to executives upon application.*



FEDERAL  
ADVERTISING AGENCY, INC.  
SIX EAST THIRTY-NINTH ST., NEW YORK

11/24  
11/885  
051  
P93 Jan. 3 Feb. 23

# PRINTERS' INK

Registered U. S. Patent Office

B. W.

37

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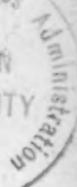
VOL. CXXVI

NEW YORK, JANUARY 3, 1924

No. 1

BOSTON

UNIVERSITY



## When the Salesman Talks Himself Out of an Order

A Discussion of the Man Who Doesn't Know When to Stop Talking

By A. H. Deute

General Sales Manager, The Borden Sales Company

"THE first five minutes he sat among our board of directors discussing with us the advisability of becoming a member of our organization, he was, to all intents and purposes, and in the minds of all of us present, a member of our company. He sold himself to us thoroughly. Every man among us felt that here was an individual who could be brought into our company, could take hold immediately, could fill a distinct need and do it well. There was nothing left for him to do but to hang up his hat, as the saying goes, and start right in to produce results.

"While we sat almost spell-bound, frankly enthusiastic over his evident ability and his clearly defined mastery of his end of the business, this man kept right on talking. He expanded and broadened out as he talked. To make it brief, in the next thirty minutes he had bought himself back again. In the first five minutes, he had made a perfect and splendid sale. In the next half hour, he had bought himself back."

The junior partner of a well-known Philadelphia firm told the above story to me. It ended the possibilities of a promising young man, at least so far as that organization is concerned.

"Sold himself thoroughly—then bought himself back again."

The phrase has a most interesting completeness to me. It sums up so thoroughly an outstanding

weakness of which all of us in the business of selling goods are invariably more or less guilty.

Whether it is the head of a company or the rawest beginner salesman, the knowledge of when to stop talking is something no one seems to master thoroughly and completely. Nobody can say with perfect sincerity that he knows just exactly how long to keep talking—just how hard to press the interview, and just exactly when to stop talking. And yet there is a time in every interview, successful or unsuccessful, when the man who can stop talking or can change the subject achieves a distinct advantage. As a matter of fact, it is just as important for the salesman to talk enough as not enough. The happy medium in talking is a wonderful thing. The individual who could over and over again put his finger on just the exact spot where his conversation or selling talk should end, and could cling exactly to schedule, would indeed have come upon a happy condition.

Unfortunately, the very element which makes for good salesmanship—that is, persistence—often turns around and figuratively hits over the head the salesman who applies it.

There is the case of the salesman handling a well-known office device. He had just that morning received a letter from his sales manager telling him to leave no stone unturned when it came

to increasing the size of the order. The sales manager went on to explain how often the man who was willing to order one machine could often be convinced of the need of two or three, and the man who felt he wanted six could be induced to buy twelve. And then there followed a number of examples of how experienced men with that house had gone right over territory covered by lighter men, turning small orders into larger orders. It was an inspiring letter—one well fitted to multiply the enthusiasm and persistence of any hard-working salesman.

A few minutes after he had read this letter, he had a phone call from a leading New York executive. This executive told the representative of that machine that he was in the market for a half-dozen. It seems that the night before, traveling on a train, he had met a man who told him all about how that machine had multiplied the efficiency of his office people—how each machine paid for itself in a very few months in the time and labor it saved. When this booster for the particular machine got through telling about it, the New York man was thoroughly sold. Thinking about it later on, in his berth, he made up his mind that the next morning he would put in an order for a half-dozen. He knew right where he would place each machine. The whole thing was clear in his mind. He was one of those individuals who pride themselves on being real buyers—men who made up their minds what they wanted and then went right ahead and bought.

The salesman for the machine responded promptly to the call. The executive had him come right into his office. While he was reading his mail, he turned for a moment and said to the salesman: "I want you to make me out an order for six of your machines and let them come right along."

Mechanically the salesman wrote out the order, filled in the price and handed it to the buyer to sign. The latter looked over the price and terms, found them according to his understanding, signed the order and handed it to the salesman.

That salesman had never before fallen in with such a buyer and received an order in just that way. But the inspiring letter from his sales manager was still fresh in his mind. True to his training, he began to tell the buyer about what a wonderful machine this really was. The man who had just signed an order for six machines, glanced up in surprise from his mail and said politely but firmly: "I'm very busy. I've all this mail to go over and I want to get away from here as soon as possible. I want six machines and I have bought six machines. You ought to call it a good day's work."

"If a man will buy six machines, without any selling effort, certainly I can talk him into a few more," the salesman argued with himself. Convinced that he should increase the order, the salesman went right ahead with his selling talk, talking saving in time and money, efficiency and all the regular stock arguments. The buyer listened abstractedly for a few minutes. Then he said: "Won't you just let me see that order again?"

#### THE CLIMAX

He took the order which the salesman placed on the desk before him. Without a word, he quietly tore it into shreds and dropped it into his waste-basket.

"I don't think I want those machines anyway," the near-buyer remarked. "I told you I had made up my mind I wanted six. I had use for six. I could save time owning six of those machines—at least, I thought I could. But it is plain that any time I might save would be offset by having to explain to you that I don't want twelve. Good-bye."

Here was a type of buyer which this salesman did not recognize—the man who does not want to be sold; the individual who takes pride in knowing what he wants and in placing his order without fuss and feathers. A man of that nature buys quickly, buys thoroughly and if he is a customer at all, is very apt to be an unusually good customer who sticks to his pet salesman and his pet line. But the salesman who tests his im-



**look** at your morning paper. Christianity is the biggest news of the day.

It is on the front page so frequently because editors are realizing its keen interest to a tremendous number of thinking people.

Christian Herald nationally spreads the news of Christianity to the small towns of the country. Being a source of Christian news and spiritual inspiration, it naturally has great advertising value.

You can, therefore, readily understand why its pulling power is so exceptional.

# Christian Herald

*"Goes into more than a million hearts"*

(Present Circulation over 200,000)

patience has no chance at all.

I know a man who carries quite a line of life insurance. Few insurance men would deny, among themselves, that his volume is as large as it ought to be. Yet he boasts of never having been sold a dollar's worth of life insurance. He boasts of having bought policy after policy.

All his insurance was purchased from one insurance man. It just happens that that particular insurance man heads the list in his company month after month. He has a record for being a wonderful salesman. Ask him if he sells his client any insurance and he will smile and tell you that he does not—he merely puts his client into a buying mood and the client buys. There is no struggle—no wrestling all over the office—no harrowing argument, ending in the triumph of the salesman and the meek signing on the dotted line. It is all contrary to the general thought on applied salesmanship. But it accomplishes results in the case of this man because he isn't an average buyer. The salesman who gets his business knows when and how to put himself into position where the buyer wants to and does buy.

"Tell me how to do it," a salesman asked. "Tell me how to know when to talk and when not to talk. I have the sales talk my company provides. I have it all learned. And I know that some of our men use that sales talk and get wonderful results. But I know, too, that there are plenty of men who have tried that same sales talk, used it letter by letter and word by word, only to fail to get the business."

An interesting old orchestra leader answered that question very nicely, when a musician in his orchestra was puzzled over how to get a certain tone effect. He was playing the music according to the notes but not satisfying the leader. "Where do you see that in the music?" the musician asked. "Idt ain't in der moosick—it's in der head," the leader replied.

Knowing when to talk and when not to talk may, after a fashion, be acquired. Undoubtedly, the student of salesmanship, practic-

ing his profession thoughtfully, comes to improve himself on this point—comes to know when to be insistent and when to acquiesce; what buyer to drive into ordering and what buyer to permit to take his time.

This fact brings home another interesting attribute of the fine salesman. A really wonderful salesman was asked by another: "When did you get over being nervous and scared when you faced your prospect. You handle yourself so perfectly that you evidently have complete control over yourself all the time. Didn't you use to be nervous and anxious?"

"Use to be nervous and anxious!" the master-salesman replied. "Man, I've been selling goods for more years than I care to admit. I remember the first day and the first week I ever worked the trade. I was scared stiff. I was shivering every time I approached a prospective buyer. That was many years ago. You may well imagine that by this time I had gotten over it. But I haven't. I'm still nervous and hesitant just before I approach a buyer—especially a man who is a stranger to me. For many years I felt that this sense of nervousness was a weakness which had to be overcome, but long ago I came to believe that it is one of the greatest attributes of the successful salesman. That sense of nervousness, properly employed, properly controlled but nevertheless recognized, is what makes it possible for me to feel the other man's attitude—to sense his train of thought—to sense when I can keep on talking and when it is time to quit talking.

"Many a man, once a good salesman, seems to go backward with experience. He seems to go to seed—seems to lose his sense of values—seems to lose his ability to wear with his trade. That is the man who has come to the point where selling is mechanical—where he no longer sees and feels and responds to the sensibilities of the prospect. He has lost his contact. Maybe it is his nerves which have gone dead—or his

(Continued on page 142)



## "Betcha miss it"

"WELL, if I was shootin' with a squirt gun like yours I s'pose I would. But just you watch how this baby plunks 'em into the target."

A peachy air-rifle—there's a time in every boy's life when that is the supreme want. When every thought is concentrated on how to get that air-rifle. When allowances are carefully saved, and added to hoarded earnings until the sum permits going to the store and proudly demanding to "look 'em over."

Every one of the half-million go-getting boys, averaging 15½ to 16 years old, who regularly read

## THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine  
for Boys in All the World"

is a live prospect for the products advertised in its pages. Their conception of the newest and best in air-rifles, sporting goods, clothes, radio, etc., is decisively influenced by what they see and read in their own magazine.

A great many manufacturers are proving expert marksmen by aiming at this center of the boy field with advertising in THE AMERICAN BOY.

THE SPRAGUE PUBLISHING COMPANY, Detroit, Michigan  
(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago

# Paris finds Charlie Chaplin as irresistible as does St. Louis

Stockholm dances to Irving Berlin's latest melody while it is still the rage in New York—

The familiar little Lux lady washes the same filmy garments in Amsterdam as in Chicago—

And the Cutex appeal to a love of daintiness and refinement is drawing the same quick response from English women as from American.

Racial differences of which we hear so much, and which seem so important, are on the surface—that is why we see them so clearly—why they bulk so large.

But down below are the fundamental likenesses—less easily recog-

---

nized, but more certainly the motives of action.

Recognition of this fact is gradually proving to business men that it is possible to find and play upon the great likenesses in human nature.

The problem of appealing to the inhabitants of Western Pennsylvania or to those of the Mississippi Delta is the same—a study of the article, its market, and its competition, and then with a knowledge of human reactions, planning the force that will sell it.

And the problem to be solved in selling abroad remains what it is at home, no more difficult—perhaps less.

The success in England and Europe of products advertised by the J. Walter Thompson Company—such as Sun Maid Raisins, Libby's Evaporated Milk, Swift's Premium Hams, Cutex, Odorono and others—is showing that the same appeal which sells goods here will sell them abroad—that an appeal based on the fundamental human emotions will draw a response with a certainty that can almost be predicted.

## J. WALTER THOMPSON CO.

*Advertising*

NEW YORK

CHICAGO

BOSTON

CINCINNATI

CLEVELAND

SAN FRANCISCO

LONDON

# Picking a Sales and Advertising Policy That Will Last

Manufacturer of Radio Apparatus Picks Out a Leader That Is an Essential Part of the Receiving Set and Centres Selling Effort upon It

By Henry Burwen

CERTAIN questions are likely to occur to an advertiser of a new product as he reflects on the future conduct of his business. Is the product advertised likely to remain in permanent use? Is the advertising plan built upon a stable foundation that will last indefinitely? What will be the condition five or ten years from today? Are style changes, improvements, modified trends in the industry, likely to affect the use of the product or render obsolete the appeal upon which the product is sold?

These questions in accentuated form confronted the Acme Apparatus Company, radio manufacturer, of Cambridge, Mass., when three years ago it commenced to plan an advertising policy.

"At the height of the boom," says C. F. Cairns, treasurer and general manager of the company, "we figured that things couldn't go on indefinitely in the frenzied state existing at the time. When the reaction would come we didn't know, but we decided that right then was the time to begin to insure ourselves against it and that the way to do this was to start advertising to make our name and products favorably known, both to the public and the trade.

"The important question was, what and how should we advertise? We were feeling out from a manufacturing standpoint a number of different possibilities. Where our future in the business would be was uncertain. Whether in the changing conditions that were coming we should find our place in the manufacture of complete sets or in the manufacture of a miscellaneous line of parts or in specializing on a single part was something we could not at the time foretell. But we decided

to pick out some one feature which would remain permanent and concentrate on that.

"Primarily we were manufacturers of radio transformers—that had been our main business before the boom and was our biggest business at the time these questions came up for consideration. Transformers, we concluded, would always be a permanent part of radio. Designs might come and go, evolution or revolution might take place in the manufacture and sale of equipment; but the transformer, we figured, would go on forever—that there was no possible way of dispensing with it. Transformers are used for amplification. The development of radio would always include the need for amplification. It was an essential part of radio, just as the axles and bearings of an automobile.

## CONCENTRATION ON ONE THEME

"Therefore, we concentrated upon the single theme of amplification. We adopted the slogan: 'Acme for Amplification,' and commenced to talk about quality in amplification — 'Amplification without Distortion,' which is another subsidiary slogan we use. These two phrases have been the central notes of all our advertising, expressed in a variety of ways."

The company is still advertising "Acme for Amplification" and "Amplification without Distortion" and expects to continue advertising the same things for an indefinite time. Advertising is being run in both radio magazines and publications of general circulation. The business, with the aid of advertising, has grown at a considerable pace. A year or more ago the company had an investigation



## The Family Automobile

If there is any one thing that every one in the family owns, enjoys, uses and has a say in the purchase of—it is the automobile.

**¶** If there is any one publication that every one in the family reads, enjoys and claims ownership in—it is *The Youth's Companion*.

**¶** Automobile manufacturers are making use of this unique opportunity to sell their cars to every factor in the purchase—every member of the family.

## The Youth's Companion FOR ALL THE FAMILY

Boston

New York

Chicago

conducted to determine what status Acme amplifying apparatus had acquired with the trade and public. Questionnaires were sent to a miscellaneous list of fifty radio dealers in various localities. Without revealing the name of the manufacturer interested, questions were asked such as what manufacturers gave the best service, what manufacturers gave fairest treatment, what makes of various types of equipment sold best. Answers to the last question indicated that Acme transformers led in the sale of that type of apparatus.

"Another policy we adopted right from the beginning," said Mr. Cairns, "was that of restraint in making claims of accomplishment. At the time we started advertising, it was not a question of making sales; we were aiming to build confidence which would stand us in good stead in the future. At first people were not so much interested in the quality of the reproduction. We figured that as the first novelty passed off people would begin to think more seriously about hearing good quality of music. We told the public in our advertising what were the conditions that made for good quality, particularly in our follow-up material answering inquiries. In our catalogue and other special literature we described the elements of a receiver which made for good results in addition to the actual transformers used—showed the stumbling blocks to be avoided. The transformer, while the essential feature of amplification, must be supported by correct design in other particulars, and it was our effort to insure this through proper instructions in the literature, which, therefore, did not present the transformer alone as a magic cure-all for all difficulties, but gave the prospective buyer serious and intelligent information.

"I firmly believe," continued Mr. Cairns, "that the advertising policy we adopted was sound. In the upset condition of things there was no telling where the

future was going to lead us, and in picking out a permanent fixture of the business and concentrating our manufacturing, our selling, and our advertising on the one fixture, we have preserved a stable condition in a very unstable market. We have made excursions into other products to test out possibilities; we are marketing a number of other items, but our big business is on transformers, which we have advertised so consistently.

"Settling on this policy has really simplified our business problems tremendously. It has enabled us to specialize and secure our volume largely on a single type of product. We picked out a policy that would last, and I believe we can continue to build on the foundation of that policy for a long time to come."

#### F. A. Wilson-Lawrenson Joins Hearst Management

F. A. Wilson-Lawrenson has joined the Hearst organization, according to an announcement from J. A. Moore, treasurer of the Hearst Corporation. Mr. Moore tells *PRINTERS' INK* that Mr. Wilson-Lawrenson has not as yet been given any definite assignment in the Hearst management. Mr. Wilson-Lawrenson recently was director of advertising of the Union Carbide & Carbon Corporation, New York, and its affiliated companies.

#### Wrigley to Spend Six Million in 1924

The Wm. Wrigley, Jr., Company, Chicago gum manufacturer, plans to spend about six million dollars in various forms of advertising in 1924. Publications, outdoor advertising and street cars will be used, and show cards and window displays will be furnished to retail dealers carrying the Wrigley line.

#### Has West Electric Hair Curler Account

The West Electric Hair Curler Company, Philadelphia manufacturer of West hair curlers, West beach and motor hair nets, and West Softex shampoo, has placed its advertising account with Barrows & Richardson, advertising agency of that city.

#### Lucky Strike Account with Lord & Thomas

The American Tobacco Company, New York, has appointed Lord & Thomas to direct the advertising for Lucky Strike cigarettes.

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*Where Advertising Pays—*

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# Good Business—

NET PAID ADVERTISING LINEAGE—THE MILWAUKEE JOURNAL

	1923	1922	GAIN
	LINES	LINES	LINES
TOTAL	18,354,313	16,266,970	2,087,343
LOCAL	11,257,062	10,069,652	1,187,410
NATIONAL	3,192,223	3,051,885	140,338
CLASSIFIED	3,905,028	3,145,433	759,595

¶ As in past years, The Journal has printed more paid advertising than *both* other Milwaukee papers *combined*, by a large margin—over four million lines! Incidentally, this margin of leadership is wider by over a half million lines for 1923 than for any previous year. All records for a single day, a single Sunday, a single week, and a single month have been broken.

¶ In circulation, substantial gains during 1923 in all divisions daily and Sunday have again strengthened The Milwaukee Journal's already thorough coverage of this market. Four out of five newspaper readers in greater Milwaukee consistently read The Journal. It is read by more Milwaukee and Wisconsin people than any other publication in the world.

The data given above is the best possible evidence that business is exceptionally good in the Milwaukee-Wisconsin market. Briefly, three important points are demonstrated:—

1. Milwaukee advertisers and manufacturers serving the three million people in this great market have found it profitable to advertise far more heavily in 1923 than in any previous year.
2. These advertisers have again endorsed The Milwaukee Journal as the biggest and best paying advertising medium in this territory by investing the majority of their advertising dollars in Journal space to an even greater extent than in past years.
3. The already overwhelming preference for The Journal by Milwaukee and Wisconsin readers and advertisers has been substantially increased.

***The Milwaukee Journal***  
FIRST—by Merit

***—It Grows and It Stays!***

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# How Many Cars in 1924?

"There are today from five to six million families in the United States who want cars badly," says Harold Cary in an article, *Can Every Family Have a Car?* in the current *Collier's*. "They are saving and skimping to get them. They want cars more than they want silk shirts, pianos, books, the theatres, or even sirloin steak. It is probable that between two and three millions of these families will buy cars this year. Add those to the two million replacements and there goes another record—four and a half to five million new cars in 1924, our biggest automobile year!"

"Bring on your Twenty Million cars!"

**M**MR. CARY'S forecast is of interest to every reader of *Printers' Ink* because the sale of motor cars is regarded as a barometer by which to gauge the public's attitude to merchandise of every kind.

The article is of interest to *Collier's* readers both as it serves their individual interest in motor cars and as the increasing number

of motor cars contributes to the national program for the increase of our transportation facilities.

One reason why the subject of the motor car has always had a rich appeal to the Collier reader is because he sees in the expansion of the power of the individual a new approach to the possibilities of that good life we all hunger for.

An audience that can go back of the specific and the personal to matters of general and social significance is one well worth cultivating. It is at once an audience eagerly interested in new things of every kind and one exceptionally open to any appeal which means the enlargement of the individual capacity for the enjoyment of the finest of all arts—the art of living.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

# Oklahoma Farmers are Planning Spring Purchases Now

**O**KLAHOMA'S bumper crops have been marketed profitably with the result that Farmer Oklahomans have \$60,000,000 more this year than last. In round numbers, they have received \$298,000,000.

State farmers are making needed repairs, overhauling equipment and deciding what additional machinery and supplies will be required to produce the new crop. The decision they reach now, while they have the most time to read, will determine **WHAT**, and what **BRANDS**, they will buy in the Spring.

In these matters more than half the farm population of Oklahoma (52.4%) look to **The OKLAHOMA FARMER-STOCKMAN** for authoritative data as to the KINDS of equipment to purchase, which is found in the editorial columns, and for comprehensive information as to the **BRANDS** to buy, which is found in the advertising columns.

NOW, while the farmers of Oklahoma are in a receptive frame of mind, is the time for you to place your sales message before them in their favorite farm paper, **The OKLAHOMA FARMER-STOCKMAN**, which carries the most advertising, has the largest circulation and lowest milline rate in this territory.

Upon request, we shall be glad to supply you with convincing proof of the sales-fertility of the Oklahoma market, or with any specific information you may require.

## The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.  
THE OKLAHOMAN & TIMES ~ RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

# How Spot Stock Can Strengthen the Selling Machine

National Distributors' Association Urges the Warehouse as One Way to Solve the Turnover Problem

By G. A. Nichols

WITHIN forty-eight hours after an order has been received by the Aunt Jemima Mills Company from a jobber the merchandise is delivered. There are some exceptions to this, of course, as there are to every other good rule. Sometimes the company's traffic department falls down and does not get the shipment of Aunt Jemima pancake flour to the jobber within the prescribed limit. But in most cases the transaction is successfully accomplished.

This kind of service was inaugurated by the company to make it possible for jobbers and retailers to follow the Aunt Jemima recommendation to carry light stocks at all times and thus be able to gain the superior profits that can be yielded by satisfactory turnover.

But if a jobber or a retailer is going to have only a light stock of an advertised article for which there is a live demand, he must be assured of a steady source of stock replenishment. There must be no delay in the traffic end or at certain times he is likely to be without goods and this is worse, if anything, than having too much goods. There must, in short, be some distributing plan whereby the merchandise is practically at the jobber's or dealer's instant disposal for him to draw on according to his requirements.

The Aunt Jemima Company has arranged for this by carrying spot stocks at strategic points throughout the country. The company understands a spot stock as being goods which are shipped from the point of manufacture and held or stored as its property at a place, or adjacent to places, where the company's experience indicates that the goods will be needed for sale.

H. W. Tilden, of the Aunt Je-

mima Mills Company, declared to the National Distributors' Association at its convention at Chicago in December, that spot stocks are absolutely vital to the conducting of the Aunt Jemima business and that the business probably could not survive on any other basis.

"Our distribution plans," he said, "contemplate the use of public warehouses. This is because Aunt Jemima pancake flour is largely seasonal in its sale, the principal demand being during the winter months. To take care of our business just as it develops would require a tremendous additional factory investment in the fall and winter, while only a small part of this capacity would be needed during the summer.

## KEEPS FACTORY GOING AT FULL SPEED

"By storing our goods at these public warehouses, however, we are able to run at full factory capacity during the summer when the sale of flour is lightest and thus are ready for the demand which experience has shown comes with the first touch of frost in the fall. We could manufacture these goods during the summer and store them in warehouses of our own at the point of manufacture, but what would be the result? When it came time to ship we would have to get a large amount of railroad equipment at a time when it is very scarce in the grain regions of the Middle West. We would have to have a tremendous warehouse capacity wherein goods must first be piled and then again handled for moving them to the cars. We would have to move the cars to their destination at the time of year when railroads are congested and freight service is poorest. It

readily can be seen that this is a one-sided proposition wherein all the arguments favor placing the goods immediately at the spot where they are to be sold or in other words carrying them as spot stocks."

Mr. Tilden's experience is that retailers these days are as a class trying to keep stocks low and to order often. The jobber also is working along the same line so far as possible. During the summer the jobber books freely for future delivery of Aunt Jemima flour, but does not want the goods until approximately the time of resale to the retailer. The company's sales process therefore follows the factory process. It must have the goods accumulated as closely as possible to the spot where they are going to be used or a tremendous loss of business is going to be felt when the demand comes. Thus the spot stock simplifies the company's own selling problem as well as promoting turnover for the jobber and the retailer.

But there is another feature of ordering goods in small quantities that has to be considered. This is the distribution cost. The retailer has to buy his goods in quantities that will make economical shipments. It has been shown many times that a retailer can buy his goods in such small lots that a considerable part of the potential profit advantage thus created is eaten up through high freight charges. Mr. Tilden declares his company has solved this, too, through the spot stock.

"Carlot buyers of pancake flour are comparatively few," he says, "and this by the way is a situation that applies to many other products as well. In the case of cereals being nationally distributed, the freight cost in less than carload lots from point of manufacture to destination would be utterly prohibitive. Therefore, we place our spot stocks in carlots at or near points of consumption. This does not mean that we are not interested in the pooling of cars to our jobbers. We do a lot of that. But it always will be

the case that a great volume must be supplied to jobbers from central stocks.

"Of course I am considering this matter from the standpoint of a cereal distributor. Just the same I believe the principles are similar in the case of every national distributor of basic commodities which are of enough density or weight that freight rates are a controlling factor and are handled on a low percentage of profit as most of the highly competitive lines are. In any line at all, where time and service to the dealer are a factor, spot stocks are necessary."

#### A TOPIC THAT RECEIVED MUCH DISCUSSION

This matter of "cutting down the cost of distribution" brought out by Mr. Tilden was the leading point discussed at the convention. It was conceded that the most practical approach to the solution of the problem lies in the immediate economies that can be effected in the actual movement of the goods from where they are produced to where they are consumed rather than in attempts to revolutionize long-established commercial systems and practices. It was said that practical economies such as these are perhaps not so spectacular as the theoretical savings to be made through "eliminating the middle man" for example. Nevertheless, they are real and pay immediate dividends instead of speculative profits at some indefinite time in the future.

It is being pretty generally recognized these days that the credit department is or should be a definite selling influence and developer instead of being a drag as used to be the case. The members of the National Distributors' Association hold that the time has now come to show manufacturers that this is even more true of the traffic department, it being just as important to get the goods to the customer promptly and in good condition as it is to sell them. Moreover, present-day merchandising systems demand provision for such prompt and efficient

*delivery in advance of the sale.* Up to the time of the Chicago meeting, the association was known as the Shippers' Warehousing & Distributing Company. In addition to changing its name it started a move toward the development of a well-organized educational advertising campaign looking both to the education of manufacturers as to what the warehouses have to offer in facilities and service and educating the warehouses in what the manufacturers require.

"It is not an exaggeration," R. O. Eastman of Cleveland, managing director of the association, said to PRINTERS' INK, in discussing the work of the convention, "to declare that 90 per cent of manufacturers who are dealing with national or sectional distribution problems do not know what the term 'warehousing' means or what a warehouse is. The average manufacturer thinks of a warehouse as a place to *store* goods and the last thing he wants to do with his goods is to store them. The real function of a modern warehouse, public or private, is to distribute rather than to store. Of course storage is necessary as a part of this function but not in the sense of putting an excess of stock away under cover until there is a demand for it. A warehouse is a concentration point rather than a place of storage. The discharge of merchandise from this concentration point is of much more importance than receiving and storing it.

"Manufacturers distributing their merchandise through warehouses who constitute this association feel they will profit in the way of getting better and more economical service in direct proportion to the extent to which this function of warehousing is better understood and employed by the 90 per cent who do not use it today.

"The public warehouse industry is a tremendously big one. There are concerns whose names are scarcely known except to the relatively small group of manu-

facturers who employ warehouses but whose invested capital runs away up into the millions. This great industry and the units within it grew from the teaming and trucking business of a few years ago. There is an interesting parallel between this and the growth of the automobile industry and many of its units from the wagon and carriage business.

#### THE WAY TO RAPID TURNOVER

"We feel that this method of distribution offers the real tangible solution of how the retailer is going to be able to realize turnover through the proper buying of goods. Having stocks where they can be reached at quick notice and drawn on as needed is the one thing the country's system of distribution lacks. When this can be brought about, everybody concerned is going to make more money. Warehousing in short is one of the most practical ends of merchandising, and we will agree that the future of advertising is going to depend a great deal upon the extent to which these practical considerations are understood, considered and made use of."

The National Distributors' Association is strictly a service organization conducted on a co-operative basis. Its purposes as set forth by the Chicago convention follow:

"To render service to shippers in the solution of their problems pertaining to the physical distribution of their merchandise.

"To serve the membership as a clearing house for experience and information.

"To work toward the standardization of services, practices, business documents, rules, regulations, etc., in relationships between shipper and warehousemen and the furtherance of co-operation between them."

The members of the association are: Aunt Jemima Mills Company, Beech-Nut Packing Co., Bixby & Co., Inc., Bon Ami Co., California & Hawaiian Sugar Refining Corporation, Carnation Milk Products Co., Central Oil &

Gas Stove Co., Citrus Soap Co., Colgate & Co., Cream of Wheat Co., F. F. Dalley & Co., Federal Match Corporation, J. B. Ford Co., Furniture Manufacturers' Association, Chester F. Hogle & Co., Hoosier Manufacturing Company, Horlick's Malted Milk Co., Hygienic Products Co., Kellogg Company, Keystone Steel & Wire Co., Dr. Kilmer & Co., Lamont, Corliss & Co., Lever Brothers Co., Wm. H. Luden, Inc., The Maytag Co., The Mentholatum Co., Minute Tapioca Co., Dr. Miles Medical Co., Mohawk Condensed Milk Co., National Sugar Refining Co. of N. J., New England Confectionery Co., Niagara Alkali Co., the Palmolive Co., Postum Cereal Co., Procter & Gamble Distributing Co., the Shinola Co., the Shredded Wheat Co., the O. & W. Thum Co. and Vick Chemical Co.

### Coffee Account for Honig-Cooper

M. J. Brandenstein & Company, San Francisco, M. J. B. coffee and tea, has appointed the Honig-Cooper Company, advertising agency of that city, to direct its advertising.

The plans for the 1924 campaign for this account have not been completed. According to Paul J. Haaren, of M. J. Brandenstein & Company, the plans will embrace the use of newspapers, outdoor advertising, dealer helps and direct-mail advertising.

### Representatives Club Plans Ninth Annual Dinner

The Representatives Club of New York, magazine representatives, will hold its ninth annual dinner at the Hotel McAlpin on January 10. The committee in charge of arrangements includes: A. M. Carey, *International Studio*, chairman; A. M. Dingwall, *Town and Country*; Robert Harkness, *The Mentor*; R. B. Alexander, *Woman's Home Companion*, and Robert Philips of *The American Review of Reviews*.

### Heads Business Papers' On-to-London Committee

Malcolm Muir, vice-president of the McGraw-Hill Company, Inc., New York, has been appointed chairman of the committee representing the Associated Business Papers, Inc., on the On-to-London Committee of the Associated Advertising Clubs of the World. Mr. Muir succeeds Roger W. Allen, of the Allen Business Papers, Inc., who has found it impossible to serve.

### Incorporate New York "Evening Post"

Incorporation papers filed for the New York *Evening Post*, the purchase of which by Cyrus H. K. Curtis was reported last week in *PRINTERS' INK*, states that the incorporators are: Mr. Curtis, John C. Martin, general manager of the Philadelphia *Public Ledger*, and Hugh Burke, Eastern manager of the Philadelphia *Public Ledger* Bureau.

The New York *Evening Post*, Inc., has 20,000 shares preferred stock at \$100 per share, and 10,000 shares common stock without par value. The directors, in addition to the incorporators named, are: David L. Smiley and Charles A. Tyler, both of Philadelphia.

### Canada Reduces Proposed Newsprint Sales Tax

The new sales tax of 6 per cent on manufactured goods which the Canadian Government put into effect January 1 will not apply to newsprint. As proposed, newsprint would have been taxed at the 6 per cent rate. This has been reduced to 3 per cent on paper for use exclusively in producing newspapers, quarterly, monthly and semi-monthly magazines and unbound weekly publications.

### Elected Vice-President of Sears Roebuck

Lessing J. Rosenwald has been elected a vice-president of Sears Roebuck & Company, Chicago. Mr. Rosenwald, who is a son of the president, Julius Rosenwald, continues in charge of the company's Philadelphia store of which he has been active manager since its opening in October, 1920.

### Guy L. Harrington Joins Macfadden Publications

Guy L. Harrington has joined the Macfadden Publications, Inc., New York, as treasurer. Mr. Harrington was formerly vice-president and business manager of the Brewster Publications, Inc., Brooklyn, N. Y.

### Gilbert Clock Account with Batten

The advertising account of the William L. Gilbert Clock Company, Winsted, Conn., Gilbert radium dial clocks, has been placed with George Batten Company, New York.

### Tuxedo Tobacco Account with Williams & Cunnyngham

The American Tobacco Company, New York, has appointed Williams & Cunnyngham, Inc., advertising agency, Chicago and New York, to direct the advertising of Tuxedo tobacco.



**“T**HAT the people of Philadelphia and its vicinity appreciate the endeavors of 'The Bulletin' to give them all the news of the day as fairly, as exactly and impartially as it can be laid before them, is attested not only by the fact that the name of 'The Bulletin' has become as a household word among them, but that its circulation now reaches far beyond the highest point ever attained by a daily or Sunday newspaper in the State of Pennsylvania."

***Half a million copies of The Bulletin are sold daily***

No Sunday Edition

*“—those things which—  
make the money spent  
with you produce a profit.”*

A market that returns a profit on advertising appropriations during four consecutive years is a good market.

A Merchandising Service that cooperates as enthusiastically with a four-year-old customer as with a new one is a good service.

A newspaper that continues for four years to sell goods and produce for one of the largest tea companies in America, a profit on every advertising dollar spent in it, has better than a *good* circulation; it has the largest and most responsive evening circulation in America.

*Tetley's Tea an N. W.  
Ayer & Sons' account.*

# NEW YORK EVE

*America's Greatest*

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NEW YORK OFFICE, 2 COLUMBUS CIRCLE

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## JOSEPH TETLEY &amp; COMPANY

INCORPORATED 1865

483 GREENWICH STREET, NEW YORK



December 20th, 1923

New York Evening Journal,  
2 Columbus Circle,  
New York City.

Gentlemen:

Service is a part of selling today that cannot be divorced.

In the excitement of getting new business where service is apt to be over-estimated and everyone is a little excited about the new business, one would hardly expect service to be performed 100% for the old customer who is a national advertiser. He is usually taken as a matter of course and the enthusiasm seems somewhat to go to the new business.

It is a pleasure to say that over a period of four years, on each one of our campaigns we have received constant valuable service from your Merchandising Department. Each year you have looked after our business with enthusiasm and have gone out to do those things which would make the money spent with you produce a profit.

We now go into the fifth year of continuous advertising, knowing that from the New York Evening Journal we will receive the same measure of dependable, constant valuable service as you have given in the past four years.

Very truly yours,

JOSEPH TETLEY & COMPANY, INC.

*John Graham Wright*  
President.

JGW.JW

TETLEY'S TEA Makes Good Tea A Certain

NING JOURNAL  
*Evening Newspaper*

CHICAGO, 504 HEARST BLDG. SAN FRANCISCO, 58 SUTTER ST.

# FOR INSTANCE

The big percentage of members of the following business men's clubs who are regular readers of **The Rocky Mountain News** (morning) and **The Denver Times** (evening) is representative of the character circulation of these two papers:

	Total Membership of Club	News-Times Regular Readers
Civitan Club	54	52
Gyro Club	61	60
Kiwanis Club	159	157
Lions Club	208	196
Optimist Club	151	142
Rotary Club	215	212
<hr/>	<hr/>	<hr/>
Total	848	819

Of the 848 business men belonging to the above clubs, 819 are regular News-Times readers. At time of check, 7 members were out of city, leaving a total of only 29 who possibly do not read these papers.

## The Shaffer Group

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Representatives:  
VERREE & CONKLIN, INC.  
New York City,  
300 Madison Avenue  
Chicago, Ill.,  
Steger Building  
Detroit, Mich.  
Free Press Building

R. J. BIDWELL CO.  
San Francisco, Cal.,  
742 Market Street  
Los Angeles, Cal.,  
Times Building

# Success of New Advertising Brings a Price Reduction on Product

Increased Business in Dull Season Causes Philadelphia Storage Battery Company to Lower Its Price

By William A. McGarry

THE fact that consistent advertising reduces prices to the consumer in the long run is often emphasized and illustrated by national advertisers with reference to the results of prolonged campaigns. It is not often, however, that they can point to an experiment, representing a wholly new idea in its field, which succeeds so well before the first phase of the initial program has been completed that increased output during the dull season makes possible a revolutionary price reduction. When the experiment is based on the much discussed "negative" form of advertising its general application is even greater than the definite results may indicate.

Such a record of output and price reduction, it is claimed, has been made by the Philadelphia Storage Battery Company. In its August full-page advertisements which were run in general mediums and farm papers, appeared the following announcement, incidental to the main appeal:

Now, a genuine full-powered Philco Battery, \$17.85, war tax paid, with the famous Diamond Grid plates.

Tremendous increase in Philco sales—efficient manufacture—economical distribution—have now placed a genuine Philco Diamond-Grid Battery within reach of every car owner.

\$17.85 is the exchange price, east of the Mississippi River, for Ford, Chevrolet, Overland, Star and other light cars. Philco batteries for all other cars proportionately reduced. There's a Philco Diamond-Grid Battery for every make and model of car.

According to officials of the corporation, the basic reduction here is in excess of five dollars. It was made possible by an increase which in the case of some distributors resulted in a tripling of summer business over the best previous months, and averaged for all the 5,500 distributors considerably above 100 per cent. A

point of unusual interest here is the indication that the great bulk of this increase was obtained, not at the expense of other manufacturers of high-grade batteries, but by convincing motorists that the cheap, unbranded battery which still represents the bulk of the country's production is not as good a buy as the guaranteed product. Unquestionably other makes of standard batteries benefited to some extent by Philco national advertising; the only loser has been the so-called "battery gyp."

It is probably true that a great deal of accumulated selling effort made itself felt during the past summer, and that the tremendous increase in the demand was not due wholly to advertising. For instance, this corporation has been constantly developing its guarantee, which is described in folders and other literature meant for distribution by dealers to consumers.

In addition, a poster was furnished to dealers giving sizes and prices of batteries for various makes of cars, and the "cost per month of service under the guarantee."

The guarantee is always emphasized in the advertising. But in so far as the great increase of sales is traceable to advertising, officials of the company credit the new policy adopted a year ago. Before that, Philco advertising was to a large extent technical. It depended on the emphasis of various construction features, now made incidental.

The outstanding feature of the new policy is the effort to show what happens to the motorist using poor batteries. It is "negative," but it has had a surprising response. There was some question at first as to whether incidents could be sufficiently

multiplied to make this type of advertising of general appeal. That, however, was not long a problem, because literally the customers of Philco distributors furnished the basic ideas for virtually every full page appearing.

The corporation was quick to capitalize this asset. Next to the photographic illustration of

list prepared at the outset of the campaign. Hundreds of letters have been received.

One of the most effective advertisements in the series was prepared by courtesy of "Mr. R. G. W." His car stalled directly in the path of a plunging three-horse fire engine, and he wrote to the corporation or one of its

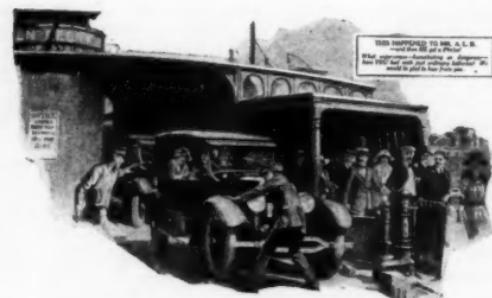
distributors of the experience. The resulting advertisement told the entire story in the illustration—a motor car, three frightened women passengers, the driver jumping out with a crank in his hand and the team rushing up from the background. The caption is nearly always the same for such illustrations — "Then he got a Philco!"

Before the start of this safety campaign the Philadelphia corporation contributed certain dea'er helps. A wholly new program of follow-up was established on the basis of cost. The dealer got nothing except what he bought in the way of window displays and booklets for distribution, except of course advance page proofs of the national advertising. The notice "To you—whom it concerns" on a coupon at the top of

these proofs is interesting:

"This advertisement" it sets forth, "is a Philco salesman—one of millions that are helping our distributors pile up record breaking sales of Philco batteries each month. Let this one work directly for you. Hang it in your window—or any place where car owners can see it."

Page proofs also were sent out containing reduced reproductions of the national advertisements, of which the company furnished electros and mats at cost with



### "Then I got my Philco!"

"My old battery flunked on a Lackawanna ferry—Holden to Eliz St.—and I held up the whole last night. Then I got my Philco!" writes A. L. S. of South Orange, N. J.

"Whirling a big engine—summer or winter—is no job for an ordinary battery. To avoid the dangers and dangers of battery failure—get your Philco now!"

The Philco Diamond-Grid Batteries—made in transverse plates, are strong, compact, famous Diamond-Grid plates and other exclusive Philco features—is made up to a quality standard, not driven to a competitive price.

Yet you can now obtain a genuine power-packed Philco Diamond-Grid Battery at less cost than not an ordinary battery. Transmissions increase in Philco sales—other power requirements—commercial distribution—have made this possible.

For safety comfort, economy—for work, study, sports, hobbies, take out a Philco! The Philco Service System has the best in technical and commercial training of our new bidders. Write to French Bay Battery Office.

Philadelphia Storage Battery Company, Philadelphia.

Philco Batteries are standard also for farm lighting and power requirements, marine, aircraft, radio, telephone, telegraph, wireless, motion picture, electric traction, street lighting, power, etc. Whatever you can batteries for, get Philco.

### Lowest Prices in History

A Genuine, Full-Powered  
GUARANTEED PHILCO BATTERY

\$17.85  
over tax paid

\$17.85 is the exchange price out of the  
Philco Diamond-Grid Batteries, the  
last Star and other light cars. Genuine  
Diamond-Grid Batteries are the other  
cars reduced proportionately.

Transmissions increased Philco sales—  
other power requirements—commercial  
distributors have made this extraordinary  
reduction possible.

There is a tangible, power-packed Philco  
model of car.



# PHILCO

LINE FOR THE  
PHILCO BATTERIES

PHILCO  
BATTERIES

DIAMOND GRID  
BATTERIES

A NEGATIVE TYPE OF COPY THAT BRINGS POSITIVE RESULTS

an actual incident of trouble due to battery failure, reproduced in all the advertisements, appeared in a small box a legend similar to the following:

"This happened to A. M. H.—and then he got a Philco. What experiences — embarrassing or dangerous—have you had with ordinary batteries? We would be glad to hear from you."

The multiplication of troubles that can result from battery failure, brought to light by this appeal, was far greater than the

Jan. 3, 1924

PRINTERS' INK

27

space for the dealer's name. No small part of the Philadelphia company's advertising success of the last year is attributed to the selling arguments contained on these proofs.

Structural features were emphasized in the wide range of booklets distributed by the dealers to car owners. One booklet to which there was an unusual response is entitled "How to Stretch Your Battery Dollar." It contains a list of instructions, simply worded, for keeping a battery up to topnotch efficiency, and the following reason why:

"Batteries—like the human body—require drink, food and exercise to keep them in health and working at maximum efficiency. And like the human body they should be examined occasionally by an expert. Prompt discovery and correction of some minor trouble may easily save you months of battery life. It's the little attentions, regularly given, that keep a battery in fight-

ing trim—full of power and eager for work."

A fundamental change in general battery selling policy also was inaugurated with this advertising program. As stated above, the great bulk of battery production is in the hands of small manufacturers making unbranded batteries without specific guarantees. As a rule these undersell the nationally known brands by a wide margin. The function of a battery, it was recognized, is more or less of a mystery to the average motorist; at least he doesn't know why it should wear out since he cannot see the parts working. Therefore the trend of competition to get the business away from the cheap makers was more or less in the direction of reduction in power.

"We came to the conclusion as the result of our analysis of the field," says S. M. Ramsdell, of the company, "that the difficulties in the way of educating the motor-

**The  
George L. Dyer Company  
42 Broadway  
New York  
Western Offices  
76 W. Monroe St.  
Chicago**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

ist did not constitute a sufficient excuse to reduce the service.

"Accordingly, we determined not to seek price reductions by lessened service. The results of the campaign more than justified this policy. Dealers were quick to take advantage of the helps furnished by the sales promotion department to provide local tie-ups to the national advertising. Structural features, summarized in our 'Three point superiority' were made incidental to the appeal of an actual experience, in the national advertising. Ordinarily the summer is a dull season for the battery maker and distributor, the peaks coming in the spring and fall. Our August business was the largest on record. Many large distributors doubled their business, and some tripled it."

### Dunlop Tire Planning 1924 Campaign

The Dunlop Tire and Rubber Corporation of Buffalo is making plans for its 1924 advertising. While not all of its plans are definitely made as yet, it is known that the advertising program for 1924 will be somewhat more extensive than during 1923, both as to the advertising appropriation and the mediums to be used.

### Heads Buffalo Better Business Commission

Frank B. Baird, president, Buffalo Union Furnace Co., was elected president of the Buffalo Better Business Commission, Inc., at its annual meeting, recently. Lewis G. Harriman, vice-president, Fidelity Trust Co., was elected a vice-president, and J. F. Schoellkopf, Jr., Schoellkopf, Hutton & Pomery, Inc., was elected treasurer.

### Canadian Government Buys Pulp Mills

The Canadian Government has bought the pulp mills at Ottawa owned by the Riordan Company. Part of the buildings will be used in the work of the Research Council of Industrial Surveys, which is headed by Dr. Tory, formerly of the University of Alberta.

### D. A. Burke, General Manager, Peerless Motor

D. A. Burke, vice-president and sales director of the Peerless Motor Car Company, Cleveland, has been elected general manager of that organization. R. H. Collins has resigned as president, and W. H. Collins has resigned as vice-president.

### Washington Office for Associated Advertising Clubs

The Associated Advertising Clubs of the World has opened a Washington office under the direction of Robert E. Hutchinson. Mr. Hutchinson, who for several years has been with the Bureau of Foreign and Domestic Commerce, will make his headquarters in the Commerce Building. The work of this office will cover every department of the Government which deals with business.

In announcing the new department, Lou E. Holland, president of the Associated Advertising Clubs of the World, said: "We have long enjoyed hearty co-operation from the various Governmental departments, and the decision to establish a Washington service is the direct result of suggestions made by high officials at Washington, who felt that Government could be made more useful to business and business more useful to Government, through the establishment of such a Washington office."

### Newspaper Campaign for Halligan Company

The Halligan Company, Davenport, Ia., coffee, canned goods and candy, is using newspapers in Eastern Iowa and Western Illinois, in a campaign which it is conducting. Concerning this campaign Robert T. Wallace, who recently was appointed advertising manager, says: "If there is any keynote of our advertising it is timeliness. Most of our copy to date has been on candy, which of course is the big selling item at this time of the year." The copy tied up with the Christmas holidays and will tie up with St. Valentine's Day and other similar occasions.

This advertising is being directed by the Chicago office of the Ferry-Hanly Advertising Company, Inc.

### Senator Capper Predicts a Prosperous 1924

Senator Arthur Capper, publisher of The Capper Publications, speaking before the Poor Richard Club of Philadelphia on December 28, predicted that 1924 would be a good year for both agriculture and business. He emphasized the close alliance between business and agriculture, stating that "the farming interests measure the industrial interests of the country. When the farmer is prosperous, so is the manufacturer. Take care of the farm and the farm will take care of the country."

### H. M. Dodge Joins Greenleaf Company

H. M. Dodge has joined The Greenleaf Company, Boston advertising agency. He was formerly with Street & Finney, Inc., New York. More recently Mr. Dodge has been with the plan and copy department of the Wood, Putnam & Wood Company, Inc., Boston.

THE days are gone forever when you could flash a portfolio of periodical publication advertising in front of a dealer's eyes and terrorize him into buying because he might get caught without the product in stock when the avalanche of consumer demand burst upon him.

It's also surprising how many dealers know that most of those "campaigns to run as soon as distribution warrants it" were designed not to sell merchandise to the consumer (the solid rock upon which all enduring merchandising successes are built) but to sell the dealer himself.

That fact, simple and fundamental as it is, has brought about a conspicuous change in the mental processes of advertising men and advertisers. Less and less is advertising looked upon as the mighty lever that will force the dealer to stock the manufacturer's product. More and more is advertising known to be the one supreme means for selling merchandise to the consumer.

In a way advertising is becoming more honest. "Hang its effect on the consumer," advertising men used to say, "this campaign is

scheduled just to sell the dealer. When he gets the goods on his shelf he'll get them off." But dealers are getting warier. "Guarantee the demand and we'll stock your goods" they argue. So advertising now sells the consumer. It has to. And that is a good thing for the consumer and the dealer and the manufacturer and—advertising.

Newspapers are carrying more and more national copy. Because it sells the goods to consumers—not next month or next year—but right away.

Oh yes, The Indianapolis News has dealer influence—lots of it—far more than any other publication in its field. And it has a most tremendous *consumer influence*—based upon reader confidence. Advertising in The News sells merchandise quickly and economically.

There's a lot more to be said along this line, but if you're interested get in touch with The Indianapolis News direct, or you can call Dan A. Carroll in New York, Vanderbilt 3877, or J. E. Lutz in Chicago, Central 4235. If you write The Indianapolis News direct, better address your communication to Frank T. Carroll, Advertising Manager.

You'll find it interesting and profitable from the standpoint of your own sales to talk with or write to one of the three.

**I**N 1923, according to complete official figures compiled by the Advertising Record Co., the buyers of advertising space in Chicago newspapers again showed, with increasing emphasis, their confidence in The Chicago Daily News as the most effective advertising medium for selling the Chicago market.

**THE CHICAGO**  
*First in Chicago*

***Total volume of advertising in all Chicago  
newspapers from January 1 to  
December 31, 1923:***

These figures were taken direct from the report of the Advertising Record Co.—they have not been specially charted or diagramed or pictured in substitution for the actual figures in order to present

more favorably or unfavorably the relative positions of any particular newspaper. The figures "speak for themselves"—"the chips fall where they may." Here are the figures:

	1923 (Agate Lines)	1922 (Agate Lines)	Gains (Agate Lines)
The Daily News.....	20,090,682	18,224,817	1,865,865
The Daily Tribune.....	17,045,883	15,754,656	1,291,227
The American .....	10,544,646	8,816,595	1,728,051
The Daily Herald-Examiner.	6,264,555	5,658,684	605,871
The Post .....	5,178,114	5,067,306	110,808
The Journal .....	4,647,576	4,530,879	116,697
The Sunday Tribune.....	10,995,594	10,457,907	537,687
The Sunday Herald-Examiner	5,789,451	4,904,877	884,574

NOTE: The Advertising Record Co. is an independent auditing bureau authorized and maintained by all the Chicago newspapers—its figures are accepted as official by publishers and advertisers, both local and national.

***From the above statement it is evident that***

The Daily News published in 1923—

3,044,799 lines more than the next morning paper.

9,546,036 lines more than the next evening paper.

9,095,088 lines more than the next Sunday paper.

36,951 lines more than the next daily and Sunday newspaper.

The Daily News gained in 1923 over 1922—

574,638 lines more than the next morning paper.

137,814 lines more than the next evening paper.

981,291 lines more than the next Sunday paper.

Because The Daily News carries more advertising than any other daily newspaper in Chicago it is reasonably conclusive that it produces for its advertisers greater results than any other daily news-

paper published in Chicago. This conclusion is substantiated by the constantly increasing volume of advertising which manufacturers, local merchants, advertising agencies and the general public place year after year in

**GODAILY NEWS**

*First in Chicago*

# Southward Ho!



Look South, Mr. Advertiser, during 1924.

The South is prosperous.

You can reach the worth-while buyers in the South's biggest market, New Orleans and its trading area, at one cost—through The Times-Picayune.

Despite its rigid censorship of proprietary medicine and investment copy, The Times-Picayune regularly prints more national advertising than the other New Orleans papers combined.

Do you know of any other city of three seven-day papers where a similar dominance exists?

Ask for the list of national advertisers who placed one-paper campaigns in The Times-Picayune during 1923.

## The Times-Picayune

 FIRST FOR THE SOUTH 

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Cone, Hunton & Woodman, Inc., and in Los Angeles and San Francisco by R. J. Bidwell Co.

# Before You Discard That Old Mailing List

How the Injection of New Ideas Has Rejuvenated Apparently Worn Out Lists

By R. N. Fellows

GETTING the last dollar from your mailing lists is largely a matter of putting enough dollars into them—of getting *every* logical prospect and eliminating completely everyone else. The mechanical changes of a list, due to firms going out of business, changing their addresses, etc., are often large, so it saves money to make them quickly. There are 6,000 business changes in the country every twenty-four hours and the firm that doesn't take account of them is likely to join the list itself.

We can assume, therefore, that a live firm keeps its lists up to date in its mechanical changes. Its problem is to find out when a logical prospect ceases to be a logical prospect—when to discard a list.

The experience of a great many firms indicates that a logical prospect is never dead until he actually dies or goes out of business. A man may throw your salesman out of the window and your literature into the waste-basket—but he is still a logical prospect. His opinion on the matter makes little difference. Nearly every man in the country has at some time or other opposed buying practically everything that he has later purchased.

So the mailing list you are about to discard, provided it has been kept up to date, is probably full of your future customers. All they may need is a different appeal, another approach, a new attack. When you discard a logical prospect you are losing money; although every name on your list that is not a logical prospect is a drain on your advertising appropriation, every name that is a logical prospect and is not on your list represents missed selling opportunities.

The Celite Products Company made up in 1922 a carefully selected and complete list of chemical manufacturers who were logical prospects for its products. The list comprised 2,385 names. Every prospect received a series of letters. Each letter brought inquiries and the inquiries brought business, so that the campaign was considered successful. Ordinarily the names that had been unresponsive would be considered dead, but the Celite Products Company believed that every name on that list was a logical prospect until he became a customer or went out of business. In 1923, therefore, another campaign was sent to exactly the same names, though the number was reduced to 2,079 because of the former sales effort. No changes were made in the list, but the new campaign made an entirely different appeal to prospects. The results from the second campaign were more than 100 per cent greater than those of the first.

#### BETTER RESULTS EXPECTED

The names that are left on the list now may not be circularized for another year. The Celite Products Company has not thrown them away, however, and expects even better results from the prospects that many others would have already twice pronounced "dead."

The Chicago Engineering Works, a large correspondence school, sent a few months ago a form letter to all its delinquent canceled accounts. The accounts had been canceled for a period of from six months to two years, after a complete series of collection letters. The new letter was totally different from any letters in the regular series.

The returns of the new letter

were more than six per cent, making the venture highly profitable.

The Crescent Tool Company, with a list of 27,000 names, sends a postcard to each new name. As the list is made up of dealers who do not buy directly from the Crescent company, the cards are merely educational. Instead of discarding names that do not respond to the cards, another card is sent every few months, and the process is continuous.

A large company in the East sent a printed circular asking for orders to a list of 10,000. There were 221 replies, chiefly from firms of little value. Instead of condemning the list the firm prepared a very fine letter on engraved stationery and sent it out by first-class mail—the circulars had been sent by third-class mail—and asked only for inquiries. There were 932 valuable replies.

A large Chicago shoe manufacturer recently addressed a letter of inquiry to "dead" customers asking why they had stopped buying, as the list was about to be discarded. The results saved many names for the list and brought back a great many customers.

It is easy to see from these examples and others that the theory of never discarding a logical prospect is sound in practice. On the other hand, it is not possible for some firms to maintain a complete list of logical prospects, as the appeal of some products is of too wide a range. The list would swamp the advertising appropriation. The question then is, of our logical prospects, which are best, and how long is it profitable to follow them when we can begin on other names just as good? The answer lies in the most important development of modern direct advertising—separate classifications for varying classes of prospects and individual appeals to each class.

Halsey, Stuart & Company, Chicago investment brokers, let the prospects themselves decide when they should be followed no longer. A new prospect receives a series of eight letters over a period of three months, and then

—provided he has not responded—is asked frankly whether he wishes the advertising matter to continue. By the time answers to this letter have arrived sixty-eight out of every hundred prospects have made some sort of reply. The remaining thirty-two are kept on the series of letters and a little later are asked again if they are interested. This method, known as the sales and elimination system, gradually reduces the prospects until the entire series, consisting of twenty-one letters has been sent. By this time practically every prospect has replied in some way.

#### REVIVING THE "HALF-DEAD"

But Halsey, Stuart & Company realized that their prospects are all different, and therefore they are classified differently. Each class receives literature on the kind of bonds in which it is interested. That is to say, prospects are nearly all "dead" on one phase of the company's activity, but they are vitally alive on some other phase.

These half-dead prospects were formerly discarded because it seemed impossible to get responses merely because the prospects were not reached in an individual way. Today by classification firms all over the country are with a tremendous saving reaching prospects with exactly appropriate appeals.

Allyn & Bacon, Boston publishers of high-school text-books, publish twenty-two entirely different classes of books. Their prospects are usually interested in only one class, and rarely in more than two or three. General appeals, therefore, would find most of them "dead," but Allyn & Bacon secure with a yearly questionnaire the name, address and class of every prospect, and then twenty-two different kinds of literature are sent out. The money saving is enormous, and every prospect is alive because he is receiving only letters and circulars in his particular domain.

It is this particularization of the interests of prospects that is making direct advertising more

*From a Letter  
to Mr. Crowninshield  
from Charles Evans, Jr.*

Vanity Fair first touched the fancy of the sophisticated, puzzled the serious and infuriated the stupid. Now they have all discovered that there can be a beautiful art in blowing thistle-down. So the sophisticated are still pleased; the serious amused; the stupid are becoming enlightened, and the rest of us are enjoying the game and the magazine.

"*Chick*"

Some advertisers who also think  
pretty well of Vanity Fair

CHARLES EATON SHOE INDUSTRIES  
(Cranford Shoes)

BROOKS BROTHERS

THE COMMONWEALTH SHOE & LEATHER CO.  
(Bostonian Shoes)

F. R. ARNOLD & CO.

WAMSUTTA MILLS CORP.

ENDRA PEARL CO., INC.

# VANITY FAIR

*One of the Condé Nast Group*

and more successful. A firm can be absolutely sure of making the right attack, where formerly it was in the dark and could hit the right prospects only by accident.

It is not only firms with a number of separate products that classify prospects. For one product the prospects are vastly different and must be approached in varying ways. The Celite Products Company's direct-mail campaigns for the same products are vastly different with their several classes of buyers. Small buyers are different from large ones. Southerners and Westerners are not the same as New Yorkers. A manufacturer differs from a retailer.

It is obvious from this that rejuvenation of old lists must begin when the lists are first made up. Proper classification means that when a prospect has not answered an appeal after all kinds of varying efforts, following him is much more likely to be unprofitable than it would be if he had received only general literature.

Apparently worn-out lists, therefore, are usually full of life. They are names of real people who are buying something every day of their lives. The great need is not to discard them for more tempting prospects in the vague distance, but to reach them.

These are the points to consider before lists are discarded:

1. All mechanical changes should be made promptly. Lists should be kept up to date constantly.

2. Everyone not a *logical* prospect should be dropped from the list. Every logical prospect should remain until he is a purchaser, out of business or dead.

3. The appeal should be varied. Totally different approaches should be tested.

4. Names should be classified so that they are hit only with the appeals that apply to them personally.

5. Every name on your most active list is on someone else's dead list. Every name on your dead list is on someone else's most active list.

## Trade Terms in International Use Compiled

The definitions of trade terms and abbreviations as accepted by law and commercial usage in the principal countries of the world have been compiled by a committee of the International Chamber of Commerce at Paris. The compilation, entitled "Trade Terms—Definitions," is printed in both English and French, and copies may be obtained from the secretary, American Section of the International Chamber at Washington, D. C.

The dissimilar interpretations, for instance, of such terms as "F. O. B." "F. A. S." and "C. I. F." in the different countries has heretofore been the cause of bitter disputes. Aware of the difficulties of attempting to bring about uniformity, the committee contented itself with publishing a clear statement of the recognized interpretations of the trade terms and abbreviations as in use in the large commercial countries.

## Oscar H. Fogg Leaves American Gas Association

Oscar H. Fogg has resigned as secretary-manager of the American Gas Association, New York, to become president and general manager of the Baltimore Gas Appliance & Manufacturing Company, Baltimore, Md. Alexander Forward, of Richmond, Va., has been appointed secretary-manager to succeed Mr. Fogg.

## Death of Bernard A. Davey

Bernard A. Davey, president of B. A. Davey and Associates, Birmingham, Ala., advertising agency, is dead. His death was the result of being gassed and wounded during service overseas in the war. Mr. Davey had been advertising manager of the Birmingham *News* and formerly was engaged in advertising work in Chicago and Washington.

## Joins "American Magazine" in Chicago

James L. Mitchell has joined the Chicago office of the Crowell Publishing Company on the advertising staff of the *American Magazine*. He has been with *System* in Chicago for the last four years.

## J. B. Wiggins Dies in Chicago

John Benjamin Wiggins, president of the engraving company bearing his name in Chicago, died at his home on Christmas Day. Mr. Wiggins was one of the oldest inhabitants of Chicago, having been born on the site of the present Wrigley building in 1842.

## Joins Art Metal Construction Company

Gerhard A. Hanser has joined the Art Metal Construction Company, Jamestown, N. Y., as assistant to the advertising manager. He was formerly with the advertising department of the Stewart Motor Corporation, Buffalo.

# *The Replacement Market Is Better Where Standards of Living Are Higher*

KEEPING up with one's neighbors may be an extravagant habit, but it means more sales for the motor car manufacturer. This sort of competition exists to a greater degree among people who live in the 663 Key Trading Centers than anywhere else in this country. 75.8 per cent of *Cosmopolitan's* readers live in these cities.

# Cosmopolitan

Thirty-five Cents

# Add *Merchandising*

In the minds of many, McGraw-Hill is associated only with service rendered applying to the technical problems of Industry.

McGraw-Hill Engineering and Industrial Publications are the mediums through which industry buys from industry. They are organized editorially, and with channels of research, to render leadership thinking and to closely analyze the industries served.

But—

*Add merchandising service, as well.*

Not alone does McGraw-Hill analyze the movement of goods from industry to industry; the application and the markets for products in strictly technical and highly special-

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McGRAW-HILL COMPANY, INC., TENTH

# Service

ized engineering and industrial fields.

Applying to electrical equipment and appliances, used in the home and distributed through dealers and jobbers, McGraw-Hill is rendering a valuable merchandising service covering proper sales outlets, market possibilities, analyses of merchandising campaigns, dealer and jobber helps; in fact, all the angles that influence the movement of electrical devices manufactured for general public consumption as they move from manufacturer to jobber, to dealer and from the dealer's shelves.

Add *merchandising service* to your conception of McGraw-Hill.

Draw upon it freely.

## The Markets

*and the  
Papers That  
Serve Them*

### *Electrical*

Electrical World  
Electrical Merchandising  
Electrical Retailing  
Journal of Electricity

### *Construction and Civil Engineering*

Engineering News Record

### *Mining*

Engineering & Mining Journal-Press  
Coal Age

### *Transportation*

Electric Railway Journal  
Bus Transportation

### *Industrial*

Power  
Industrial Engineer  
American Machinist  
American Machinist  
(European Edition)  
Chemical & Metallurgical  
Engineering

### *Export*

Ingenieria Internacional

AVENUE AT 36TH STREET, NEW YORK

# It Pays to Advertise! You Pay to Advertise!

How much do you pay to advertise?  
Why spend twenty-three dollars a line  
in a combination of publications  
to reach 4,500,000 families  
when you can reach them with

**The American Weekly Magazine**  
for seven dollars a line!

The tremendous circulation and the  
low rate of The American Weekly  
enable you to advertise oftener  
by making every dollar go farther



# The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

"If you want to see the color of their money—use 'color.'" A.J.K.

# Bankers Back Dairymen in Big Advertising Effort

Wisconsin Cheese Producers, Learning Lesson from Oleomargarine Interests, Will Substitute Merchandising for Agitation

By C. M. Harrison

SEVERAL years ago a *PRINTERS' INK* editorial staff man devoted two weeks to traveling through the country districts of Wisconsin studying merchandising conditions in small stores. He visited practically every small town and crossroads settlement between Green Bay and Sturgeon Bay in the eastern part of the State. Then he made a number of stops from Madison west to Prairie du Chien, working out from the latter town into a series of small towns in the district where Blackhawk fought his war, taking in such places as Soldiers' Grove and Gays Mills. He learned much about retail stores that he never knew before. But the two things that impressed him most were these:

In the eastern part of the State, no matter how small was the community visited, four institutions would invariably be encountered—a Catholic church, a Lutheran church, a general store and a cheese factory.

In the western part there was some diversity in the churches, but in each settlement there was a general store and a tobacco warehouse. Moreover, on each farm there were tobacco-drying sheds ranging all the way from the small to the fairly extensive. If the leading business institution of the town was not a tobacco warehouse it was reasonably sure to be a canning factory for the packing of peas.

The staff man thought all along that he was fairly well informed as to the resources of Wisconsin, but had no idea that the State produced cheese, tobacco and peas on such a huge scale.

Over in the Green Bay district, upon going into a general store and inquiring for the proprietor,

the visitor usually was greeted by the latter's wife, who was looking after the store. Her husband, she nearly always would say, was out in the cheese factory, which usually was back of the store or probably a part of the same building. The farmers would bring in their milk and trade it for goods. The dealer would work it up into cheese. Such was the case in town after town, crossroads after crossroads.

This is to say nothing of the larger and more ambitious cheese factories located in various important centres. It was evident that the dairying interests of Wisconsin were producing cheese on a large scale.

## PRODUCTION INCREASED

The production has been greatly enlarged since that time. Sporadic merchandising efforts have been made also by some of the leading producers and Wisconsin cheese has become fairly well known through a somewhat limited market. But, compared with the really huge extent of the industry, the buyers and consumers of cheese have as inadequate a conception of the Wisconsin product as had the *PRINTERS' INK* writer before he made his trip.

The Wisconsin dairy interests, in short, now lead the Union in the production of cheese. But they are not selling it on anything like a similar basis, thereby bearing out the statement made by Julius Rosenwald, in the December 6 issue of *PRINTERS' INK* that the farmer is a most efficient producer but a poor salesman. All of this brings us to a most interesting and significant move now being undertaken under the auspices of the Wisconsin Bakers' Association.

The country banker, perhaps

better than any other business man, understands and appreciates the true ins and outs of the farmer's condition. He is the man who loans the farmer money and whose prosperity in a broad way depends upon the advancement of agricultural pursuits in his State and the country at large. If the farmer is shamming, playing 'possum—or, as some people charge, is endeavoring to obtain through class legislation advantages that can come only through good business practice—the banker knows it. The farmer couldn't fool him, even if he wanted to. It is the banker's business to know and he is not at all slow about applying his knowledge.

The Wisconsin Bankers' Association set out to find out exactly why the dairymen in that State were not making more money. The outcome has been that, in cooperation with the dairying interests of the State, the association has formed an organization known as Wisconsin Dairying, Inc., whose object will be the merchandising of Wisconsin cheese on real business principles. Just to show that it means something more than mere agitation, and that it is not going to permit preaching to take the place of practicing, Wisconsin Dairying, Inc., has voted to set aside a certain percentage of its capital stock to pay the expenses of an ambitious merchandising effort, one feature of which will be a large national advertising campaign. It is not permissible to state, just at this time, the extent of the levy which the bankers have voluntarily made upon themselves. But PRINTERS' INK was given the figure in confidence and can state that the net sum available for the advertising will be surprisingly large.

The money has been appropriated and can be used at any time. But, before any advertising is done, Wisconsin Dairying, Inc., which is headed by J. M. Smith, president of the Wisconsin Bankers' Association, is making sure that the dairying interests have something to advertise. The first thing that is held to be necessary

is that of insuring standard production of a quality that can make good on the impression created by the advertising and of sufficient volume of output to meet the demands created by the same force.

The general merchant at Algoma, in other words, must keep his cheese up to a certain standard. So must the man with even a smaller factory at a crossroads store. And again so must the owner of a large factory. When an industry is widely scattered and conducted in so many small units as is the business of making cheese in Wisconsin, it is easy to see that some rigid standard as to quality and output must be enforced or the advertising will not be given a fair opportunity to perform.

#### QUALITY MUST BE MAINTAINED

An instance of this came about not so very long ago in an organization devoted to the marketing of fruits under a branded name. Some growers marketing through the association supplied some inferior fruits. They thought that the prestige gained by the advertising was such that the sub-standard products could get by without complications.

What happened was that the brand in question received quite a setback in the estimation of the trade. The trouble was remedied but several additional thousands had to be spent in advertising before the brand got back to where it was.

Providing against just such contingencies as these Wisconsin Dairying, Inc., is now putting the finishing touches on the plan to secure standardized production, preparing the way for an early beginning of the advertising campaign. The plans call for a general institutional campaign to be followed by an intensive newspaper effort, district by district.

"The business principles and systems of Rockefeller, Ford, Wrigley and the packers," one of the officials of the association said, "should be our model. With the possible exception of the circus,



*Drawn by Otis for the January Palm Beach Number of Harper's Bazaar*

We wish you to have the same sort of a  
Happy New Year we're celebrating

for

From an Advertising Revenue  
Point of View

1923 was the best year  
in the entire history of

# Harper's Bazaar

2/- IN LONDON

50c

6 fr. IN PARIS

the oil business carries a greater overhead than any industry. Yet the Standard Oil Company is able to sell a gallon of refined gasoline in metropolitan districts for 70 per cent of what the dairyman receives for milk. Because of waste, duplication of service, lack of business system, the dairyman is practically without profit. If the oil business were handled as the dairymen conduct theirs, gasoline would sell for \$5 a gallon and the producers would go broke.

"Because the people engaged in dairying have not conducted their business in a business way and have not had the advertising spirit, they have failed to establish good-will. Here is where the tragedy of the whole thing comes in and where the great contrast between dairying and such interests as the oil and packing industry becomes apparent."

The necessity for establishing good-will, as set forth by the official, was one of the fundamental causes back of the bankers' decision to finance the campaign. But the more spectacular reason is to be found in the advances made by the oleomargarine industry. The bankers did some investigating along this line and discovered some startling things.

#### DAIRYMEN HAVE BEEN WAITING FOR LEGISLATION

The investigation showed that despite restrictive legislation, packers and other manufacturers have captured fully 40 per cent of the dairy trade in substitutes for butter, lard and other materials. Five years ago less than a thousand pounds of vegetable oils were used in colored oleomargarine. Within two years the annual output leaped into the millions. It was ascertained that even some farmers themselves use oleomargarine rather than butter. They take their butter fat to market and then take back oleomargarine for use on their own tables. The investigation showed, in short, that the use and output of oleomargarine in this country are growing at a tremendous rate and that the butter market in Europe

has practically been supplanted by the sale of substitutes. In Europe last year considerably more than a million tons of oleomargarine were sold.

"The reason for this is not difficult to see," said the official above quoted. "The dairy interests have been pinning their faith largely to restrictive legislation, while the packers and others have been carrying on a constructive fighting campaign of merchandising. On the one hand there has been agitation and a do-nothing policy so far as the creation of good-will was concerned. On the other we see a constantly growing advertising effort.

#### AN ECONOMIC PROBLEM

"We are not questioning the rights of the oleomargarine manufacturers to forge ahead, whatever may be our opinion as to the relative merits of their product and butter. Rather, we admire the splendid business ability they have displayed in forcing their goods ahead against some hard opposition. The same thing can be done and will be done with dairy products. What the dairymen need is not more class legislation of the kind advocated by a certain candidate for the Presidency with the object of enabling them to realize a profit on what they produce. Their problem is economic rather than political. They have something the people need and that the people will buy. What is needed is a policy of real salesmanship and merchandising, and this is the force we are going to utilize. When we consider all the facts it is easy enough to understand why the dairymen as a class are not prosperous."

The Wisconsin campaign is centring upon cheese for the reason that milk in that form can enter any market that otherwise might be difficult to reach owing to the requirements of transportation. The cheese will be advertised under a trade name, this being the only possible method the promoters can see for marketing the product successfully.

Wisconsin Dairying, Inc., has



In October and November, 1922, Piggly Wiggly Stores, Inc., used 7,720 lines of advertising in The Journal and 6,515 in Minneapolis' second paper. In these same months in 1923, the second paper's space was reduced, while The Journal lineage was nearly doubled, 13,337 lines being used. And Piggly Wiggly sales in the eighteen local stores increased 25%.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*

*First in*

During 1923  
The Cleveland  
**PLAIN DEALER**  
published  
**19,211,808**  
Lines of Paid Advertising

*This is the largest volume of  
advertising carried by any  
Cleveland newspaper*

*Exceeding Cleveland's  
second newspaper  
by 4,351,816 lines*

*Exceeding Cleveland's  
third newspaper  
by 5,719,700 lines*

J. B. WOODWARD  
110 E. 42nd St.,  
New York

WOODWARD & KELLY  
Security Bldg., Chicago  
Fine Arts Bldg., Detroit

**The Plain Dealer**  
**1 Medium - 1 Cost**

# in Cleveland!

## National Advertising for 1923

The Plain Dealer again carried approximately as much National Advertising as ALL other Cleveland newspapers COMBINED.

**PLAIN DEALER**  
**3,971,884 lines**

*Exceeding Cleveland's  
second newspaper  
by 1,742,916 lines*    ||    *Exceeding Cleveland's  
third newspaper  
by 2,198,840 lines*

The Plain Dealer's **LARGEST** Circulation—BOTH Daily and Sunday—is a **MASS** of Class! *Buying Readers* is what the advertiser needs—whether he be a local merchant, a national manufacturer or a want advertiser.

The great buying armies of advertising and merchandise think alike. The buyers of merchandise proved 1923 a good business year. The buyers of advertising proved The Plain Dealer Cleveland's Greatest Salesman of ANY-priced Merchandise!

Pla Dealer  
ost E Will Sell It

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.  
742 Market Street  
San Francisco, Cal.

set up a standard to which all cheese it markets must measure up.

The plan provides for centralized warehousing, transportation and distribution on a basis that will eliminate waste and duplication in service.

The market will be developed on the zone basis. Just as quickly as districts are organized for centralized distribution—and the organization is being rapidly accomplished—continuous advertising campaigns will be started.

### National Forestry Bill Is Introduced into Senate

A bill that is intended to provide the foundation of a general American forestry policy has been introduced by Senator McNary, chairman of the Senate Select Committee on Reforestation. This bill is the result of nine months of investigation by the committee. The bill is essentially of the fifty-fifty national and State co-operative class. Its provisions differ from the existing Weeks' law in that they are not confined to the watersheds of navigable streams.

### To Compile Export Statistics by States of Origin

Statistics on exports are to be compiled by States of original shipment beginning the new year. This action, according to the United States Department of Commerce, is in compliance with a demand by interior shippers, particularly of the Middle-Western States. These statistical reports have heretofore shown only the exterior port from which such exports cleared for a foreign country.

### "Successful Farming" Has Twenty-first Birthday

The twenty-first anniversary of *Successful Farming* was celebrated at a Christmas dinner given to 565 employees of the E. T. Meredith Publications in the company's plant at Des Moines, Ia. As a part of the program Mr. Meredith presented twenty-eight employees of five years' service, with gold watches. A twenty-one layer birthday cake adorned one table.

### Michael J. Owens Dead

Michael J. Owens, vice-president of the Owens Bottle Company, and of the Libbey-Owens Sheet Glass Company, both of Toledo, O., died at that city on December 27, at the age of sixty-four. Inventions of Mr. Owens during the last twenty years have revolutionized methods in the bottle-making industry.

### Additions to Staff of Brotherton Company

The Brotherton Company, Detroit advertising agency, has added to its staff Leslie M. Barton, William C. Dudgeon and Reed L. Parker.

Mr. Barton will be engaged in sales promotion work. He was formerly with The B. F. Goodrich Company, Akron, O. More recently he has been with the Sweeney & James Company, Cleveland advertising agency.

Mr. Dudgeon, who has joined the copy staff, was formerly with the Campbell-Ewald Company, Detroit, and the Gardner Advertising Company, St. Louis.

Mr. Parker has been made sales promotion man and account executive. He was formerly with Lord & Thomas at Chicago, and more recently has been with C. C. Winingham, Detroit advertising agency.

### Patent Office Speeds Action on Applications

The United States Patent Office reports that trade-mark applications are now being acted upon within seven weeks, in contrast with five months' time required to get final action a year ago. Between September 21 and December 21, action was taken on 1,563 trade-mark applications, reducing the number on hand from 3,341 to 1,778.

Applications on patents are now being acted upon within nine months whereas a year ago a delay existed of fifteen months. Applications for designs now receive action within ten weeks while a year ago it took eight months.

### Will Advertise Hames to the Consumer

The U. S. Hame Company, Buffalo, N. Y., manufacturer of hames, is preparing to conduct a consumer advertising campaign. The early part of the campaign will be devoted to the use of farm papers in the Middle West. This advertising will be directed by Carr & Columbia, Inc., New York advertising agency.

### J. M. Kelly Joins Honolulu Agency

John M. Kelly has joined The Charles R. Frazier Company, Honolulu, Hawaii, advertising agency, as head of its newly formed art department. Mr. Kelly was formerly in commercial art work in the United States.

### Goulds Pump Account for Griffin, Johnson & Mann

The Goulds Manufacturing Company, Seneca Falls, N. Y., pump manufacturer, has appointed Griffin, Johnson & Mann, Inc., New York, to direct its advertising.

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\$  
**25,000**  
*for a name!*

The most  
remarkable  
offer in  
magazine  
history—

*The most remarkable*

*\$25,000.00 for a name!*

*Extraordinary reader*

# *Colorofer in magazine history*

In May, 1924, The Chicago Tribune will publish a weekly magazine of national circulation for men and women.

In order to secure the most appropriate name possible \$25,000.00 in cash is offered. The contest starts January 10, 1924, and closes midnight on March 31, 1924, and is open to anyone except an employee of The Tribune Company or his family. The name selected and the winner of the \$25,000 will be announced in the first issue of the new magazine.

## *Interest in early issues*

There is always an unusual amount of interest in a new publication. The history of such endeavors shows that. The name contest backed with a large newspaper campaign will intensify this natural interest to such a point that this new publication offers an extremely valuable advertising opportunity right from the start.

Rates are based on a guaranteed average circulation of 500,000 the first six months—or rebate. Already a gratifying number of prominent national advertisers have placed substantial orders for the early issues.

Call the office nearest you and a representative will give you a detailed explanation.

## *The Coloroto Corporation*

CHICAGO  
1136 Tribune Bldg.  
Phone Central 0100

NEW YORK  
247 Park Avenue  
Phone Vanderbilt 2336

LOS ANGELES  
406 Haas Building  
Phone Metropolitan 3172

## *Among the orders*

*already received for the early issues  
of the new magazine to be published  
by The Chicago Tribune are:*

- 6 pages from a prominent food product manufacturer
- 7 pages from a well known tire manufacturer
- 13 pages from a nationally advertised plumbing fixture manufacturer
- 6 time order from a leading paint manufacturer
- 6 time order on a well known household article
- 6 pages from a prominent correspondence school

This is a partial list of orders received from prominent national advertisers, and serves to demonstrate their estimate of the advertising opportunity in the new publication.





# Timken Roller Bearing Protects Good-Will in Court

In Injunction Proceedings against Company That Rebuilt Timken Products, Request Is Made for Protection of Timken Advertising Investment

**M**ANUFACTURERS of advertised products that may be reconditioned or rebuilt and sold in competition with the new article will find much of interest in the request made by the Timken Roller Bearing Company for an injunction against the Schuman-Tigar Bearing Company.

The case took place before Judge Augustus N. Hand of the United States District Court, Southern District.

The records of the case allege that unfair advertising and sales methods were used by the Schuman-Tigar company. The records also disclose that the National Vigilance Committee of the Associated Advertising Clubs of the World was active in the case.

According to the complaint, the Schuman-Tigar company, with the intent and purpose of unfairly competing with the Timken company and of appropriating to itself the good-will and business of the Timken company and of misleading the public, and with the further intent of passing off its product as the new and genuine product of the Timken company, obtained from sources other than the Timken company, old and used Timken roller bearings and the new Timken roller bearings of obsolete sizes, and converted the latter into more readily salable sizes. This was done by first heating the parts of these bearings, thus withdrawing the temper from them, and then boring out the inside of the cups, and cutting down the outer sides of the cones and rollers, and afterwards reheating, regrinding and reassembling the cones, cups and rollers. Schuman-Tigar company also rebuilt and reassembled old and used Timken roller bearings by using the parts of different bearings.

The complaint continues by alleging that after so converting,

reassembling and rebuilding these Timken roller bearings, the Schuman-Tigar company stamped the bearings with the same numbers and combinations of numbers and letters used by the Timken company to designate the different sizes of its bearings and lubricated, wrapped and boxed the rebuilt bearings in lubricant, waxed paper and pasteboard cartons exactly similar to those used by the Timken company, and placed exactly the same printed matter on the outside of the cartons as that contained on the cartons used by the Timken company.

## ALLEGES REPUTATION WAS HARMED

The Timken company also stated that the defendants sold and were selling and offering for sale, and were inducing dealers to sell and offer for sale, the bearings so converted, altered and assembled by them as new and genuine Timken roller bearings manufactured by the Timken company. It charged, and produced expert testimony to prove, that the reheating and regrinding of the bearings weakened the original bearings, so much so, in fact, that they were apt to break when subjected to the maximum speed and load at which new Timken bearings were expected to operate. This, the Timken company alleged, damaged its reputation among consumers and tended to decrease the good-will which it had built up for itself by building good roller bearings and by extensively advertising them.

It appears that the Schuman-Tigar Bearing Company sent out to dealers and to distributors of roller bearings, from time to time, circular letters concerning the business in which it was engaged. Throughout these letters reference was made to the fact that the rebuilt bearings were practically on an equal footing with

new Timken bearings. Such expressions as "it is difficult to distinguish between one of our rebuilt bearings and a new Timken" and "our bearing cannot be distinguished from a new one" were prevalent. It was on this point that the National Vigilance Committee of the Associated Advertising Clubs of the World entered into the case.

These circulars came to the attention of that committee soon after they were issued. Though the Vigilance Committee did not go so far as the Timken company in demanding a revision of the advertising and sales policy of the Schuman-Tigar company, it nevertheless took action. It wrote to H. Schuman, the then president of the company, pointing out specifically its objections to the methods of the Schuman-Tigar company.

The position of the Vigilance Committee was set forth in the following copy of its letter to Mr. Schuman:

This committee, as you may know, is maintained by a representative group of national advertisers for the sole purpose of promoting truth in all advertising.

One of the circulars exploitive of your rebuilt Timken bearings, which was issued over your signature on or about July 17 last has come to our attention.

In this you say,

"It is an easy matter to successfully solicit Timken business and dozens of our accounts have found it just as easy to sell our rebuilt and converted bearings which look like new."

The second sheet of this circular, which contains a list of prices and discounts is headed:

"Stock list of Rebuilt & New Converted Timken Cones available as of July 15, 1923.

"Return any bearings at our expense which do not look like new."

The careful reader will appreciate that the goods which you offer are not new, but are rebuilt bearings. There is a grave possibility, however, of many being confused by your use of the words "new converted" and "looks like new" into mistaking your goods for new parts.

But aside from all this, your emphasis upon the fact that your bearings "look like new" and your instruction to dealers to return any to you which do not "look like new" is practically an invitation to those to whom you sell to pass these products off to the public as being new "Timken bearings."

We wonder if you have given this phase any consideration, for it is hard for us to believe that you would knowingly solicit, or become parties to such misrepresentation.

The sale of second-hand and rebuilt bearings is a legitimate business, and we have no desire to handicap those engaged therein, in any manner, but because so many do misrepresent rebuilt parts, is all the more reason why reputable rebuilders should guard against possible misunderstanding.

May we ask that you give this matter your serious consideration, and let us hear from you at an early date.

To this letter Mr. Schuman replied that he had resigned as president of the Schuman-Tigar Bearing Company. Mr. Tigar later wrote the committee admitting that Mr. Schuman, the writer of the circulars, had been too enthusiastic in these circulars and assured the committee that in the future his company would cease to use the words objected to.

The Schuman-Tigar company contested the foregoing allegations and others as set forth in the Timken complaint, but nevertheless Judge Hand granted the injunction requested by the Timken company by consent.

#### "Posselt's Textile Journal" Merged with "Textile World"

The Textile Publishing Company, Philadelphia, *Posselt's Textile Journal* and the Posselt Textile Library, has been purchased by the Bragdon, Lord & Nagle Company, New York, publisher of *Textile World*. The former publication has been merged with the *Textile World*.

#### Changes Names to Bird & Jex Company

The Utah Billposting Company, Salt Lake City, Utah, has been re-incorporated under the name of The Bird & Jex Company. R. Leo Bird continues as president, and Heber C. Jex remains secretary-treasurer.

#### A. E. Clayden Represents Lorain, O., "Journal"

A. E. Clayden, publishers' representative, New York, will continue to represent the Lorain, O., *Journal*. It was previously reported that this publication had appointed Powers & Stone, Inc., as its representative.

#### Drapery Account for Eugene McGuckin Company

The Stead & Miller Company, Philadelphia, drapery and upholstery fabrics, has placed its advertising account with The Eugene McGuckin Company, advertising agency of that city.



## HANNIBAL Mo. -Where Mark Twain Lived

### 49<sup>th</sup> State

Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4½ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

*St. Louis*  
the City with  
\$87,000,000  
to spend on  
Municipal  
Improvements

Missouri's famous journalist has introduced you to this interesting city . . . You've breathed the atmosphere of Hannibal as you've read Mark Twain's stories.

But Hannibal has grown with The 49th State. The population is now 20,000. The bank deposits total more than \$5,055,000.

Hannibal has a large shoe factory with an output of nearly 16,000 pairs a day. Then there are cement and lime works, foundries, wood working plants.

The Mississippi River and the railroads connect Hannibal directly to St. Louis, where Hannibal people augment the shopping which they do at these local stores:

130	Grocery Stores	15	Drug Stores
14	Auto Dealers and Garages		
6	Hardware Stores	6	Jewelers
5	Building Material Dealers		
13	Shoe Stores	15	Dry Goods Stores
10	Men's Furnishings Stores		
9	Furniture Stores	6	Stationers
35	Confectioneries		

Visit in Hannibal, and you'll notice the influence of the Globe-Democrat. It's a very real influence—and a material aid to the advertiser who uses Globe-Democrat columns.

Circulation in Hannibal:  
Daily—994; Sunday—3118

# Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, - - New York  
Guy S. Osborn, - - Chicago  
J. R. Scolaro, - - Detroit

C. Geo. Krogness, - - San Francisco  
Dorland Agency, Ltd., - - London  
Asso. American Newspapers, - Paris

*We could not be satisfied  
unless we gave St. Louis  
her BEST Newspaper.*

## Open Season for Expositions

CALIFORNIA PACKING CORPORATION  
SAN FRANCISCO, Dec. 13, 1923.

*Editor of PRINTERS' INK:*

We are particularly interested at this time in the question of meeting the many requests we receive for participation in food shows.

Last March you ran several articles on this subject, notably in your issues of March 1, page 33; March 8, page 105, and March 22, page 120.

We clipped these articles at the time, but in passing them around to interested officials of this company, they have been lost. If you happen to have extra copies of these issues, or any others having pertinent articles, we will appreciate it very much if you will mail them to the undersigned.

CALIFORNIA PACKING CORPORATION  
W. P. ROGERS.

THE months of January and February seem to be the open season for promoters of all sorts of shows and expositions. Lately many big concerns, like the California Packing Corporation, have been digging out the two articles written by Amos Bradbury and the reply to them by Norman J. Greer, which appeared last year in PRINTERS' INK. Now what did these articles that buyers of advertising are referring to say on expositions? Here is a summary:

The competition exhibit-bitten manufacturers meet from blond demonstrators giving away free goods and samples; the time and trouble to the manufacturer when he is called upon to detach members of his regular sales force from their work of selling goods to offer the glad hand to visitors at the booth, these and many other disadvantages were touched upon by Mr. Bradbury. Mr. Greer, in his reply, stated that there were two kinds of shows: One in which the displays, sampling and immediate sales were the whole show, with a full year intervening before the goods were shown again; and the other a case where the show was used in the manner of a demonstration, merely one step in a real merchandising and advertising program. An example showing the first-mentioned tendency was seen in the recent exposition in New York of Eastern grown fruit. All sorts of stand-

ardized grades of fruit, beautifully packed and temptingly displayed, were to be seen at this show. But right in the middle of the apple eating season the consumer couldn't buy the sort of fruit he saw displayed unless he purchased the advertised Western fruit, graded and packed in accordance with the desires of the consumer and advertised to him. This show was supposed to be an advertising venture. But any advertising effect was over in a week. The show was not a part of a consistent, sustained advertising and merchandising campaign.

The manufacturer who is impeded to display his goods at a number of shows and expositions, many of which may overlap, should use the same basis of judgment he would in purchasing space in a medium, and judge it entirely on its merits and its ability to fit into his sales and advertising plans as part of a fundamental merchandising policy.

As Mr. Greer said in his article: "One sort of exposition is usually backed by promoters, associations or owners of large buildings. The other often is backed by an organization that knows enough about advertising to realize that a one-week's shot is not worth the time and effort the office boy spends in sending out second-class letters."

During the exposition season of 1924 it will pay manufacturers to scrutinize carefully each request to "show at the show" and apply to such requests the yardstick of sound business judgment.—[Ed. PRINTER'S INK.]

### W. S. Cady with Wichita, Kan., "Beacon"

William S. Cady has been appointed advertising manager of the Wichita, Kans., *Beacon*. Mr. Cady was recently national advertising manager of the Oklahoma City *Oklahoman* and *Times*.

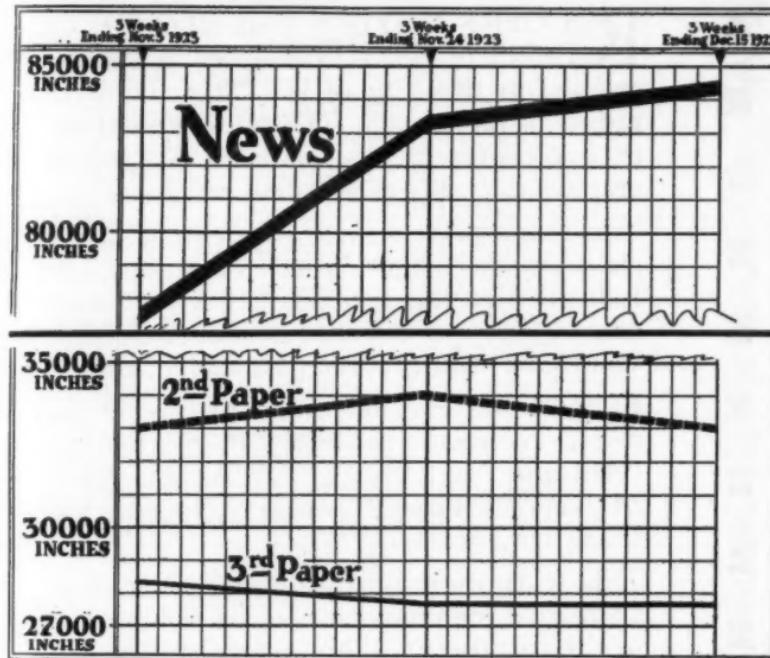
### Louis Hanlon with Ben Dale Company

Louis Hanlon, for a number of years with the art department of the Philadelphia *Public Ledger*, has joined The Ben Dale Company, advertising art, New York.

# The Detroit News Is First Choice In Detroit

## Bulletin!

*Detroit News published 29,067,696 lines of paid advertising in 1923. (Figures subject to slight change in final audit.)*



THE three lines on the chart above graphically tell the story of newspaper preference in Detroit.

The expansion of press facilities enabling The News to increase from 48 pages to 56 immediately caused the upward trend of The News' advertising line and materially increased the lead of The News over its competitors.

The relation of the three lines before and after November 3d proves conclusively that The Detroit News is always the first choice of advertisers, and the medium always used when space is available as it now is.

# The Detroit News

275,000 Circulation Daily; 275,000 Sunday

## This Store Teaches Interior Decoration

RODGERS-MEYERS FURNITURE COMPANY of Dallas, Texas, serves about 1,500 families in this city of 158,000. They cover a radius of more than 100 miles with their fleet of five motor trucks. About 70 people are employed in this establishment.

This store gives a three-year course in interior decoration at a nominal rate of tuition. This is indicative of the progressives who manage its affairs, as is the fact that it does an \$800,000.00 volume of business even in so-called "dull" years.

Rodgers-Meyers Furniture Company furnish their community with everything from "Antiques" to "Tassels." Its buyers attend the Markets in Grand Rapids, Chicago and St. Louis semi-annually.

This institution is truly representative of the aggressive merchandisers to be found in the furniture and home-furnishings outlets today.



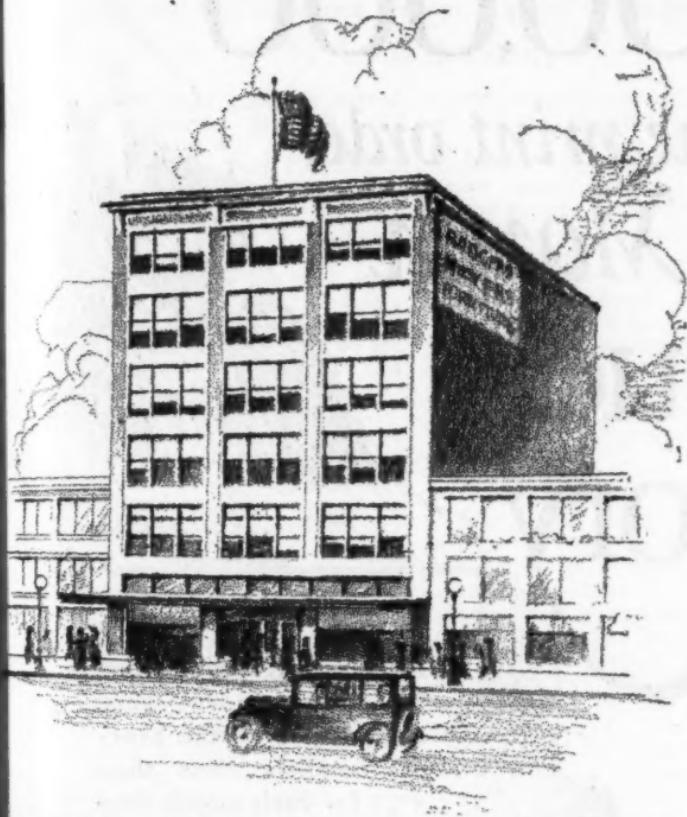
A. N. RODGERS  
President  
Rodgers-Meyers Furn. Co.

About 12 executives and salesmen read the copy of The Grand Rapids Furniture Record which comes to this store each month.



J. B. SCOTT  
Adv. Mgr.  
Rodgers-Meyers Furniture

A. B. P. *The Grand Rapids*  
GRAND RAPIDS



Rodgers-Meyers Furniture Company sells the following percentage of the commodities listed below. (These percentages in relation to total sales volume):

Draperies and Curtains	34.0 per cent	Lamps . . . . .	1.5 per cent
Baby Carriages . .		1.5 "	"
Kitchen Cabinets . .		1.0 "	"
Furniture . . . . .		62.0 "	"
Total . . . . .		100.0 "	"

Reprints of this series will be forwarded executives, for their data files, upon request.



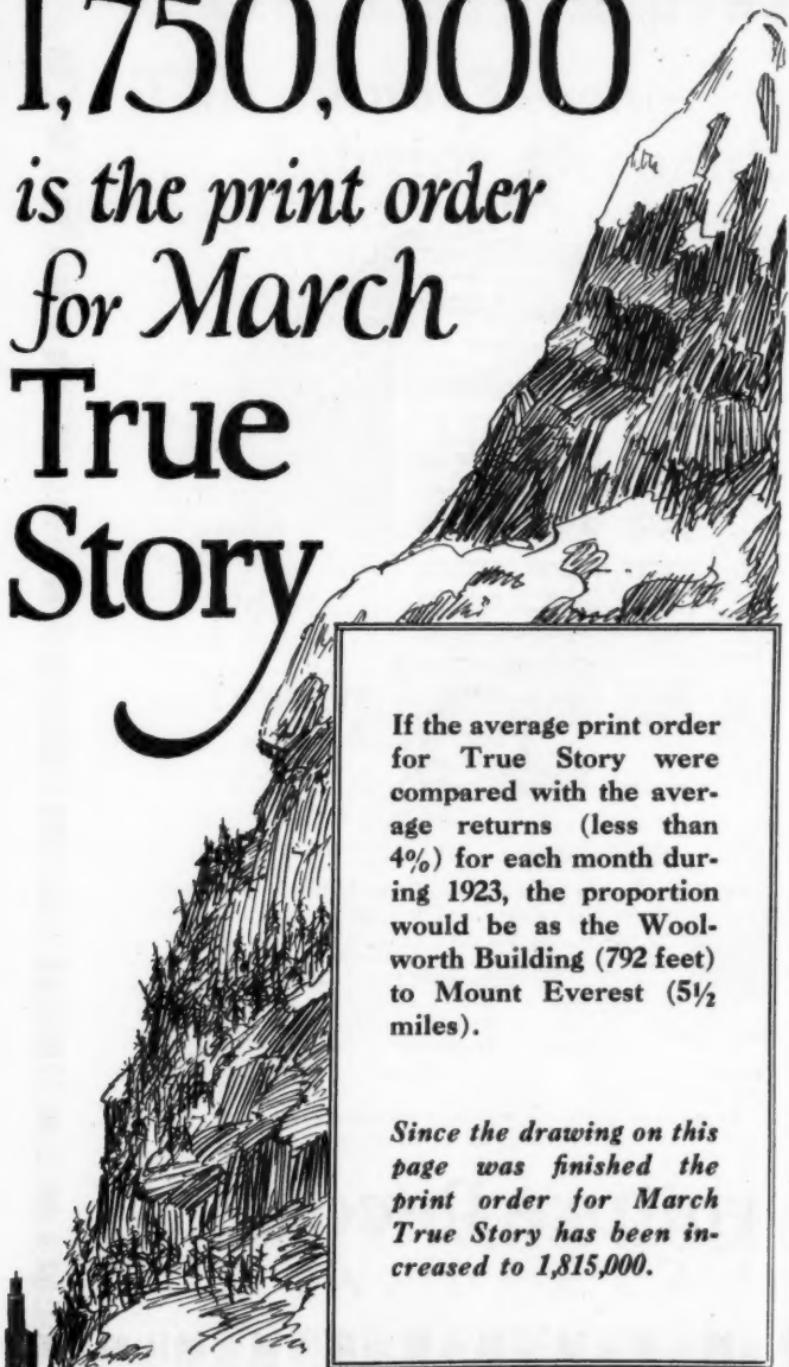
Adv. Man  
Furniture

**Midwest Furniture Record** <sup>B. C.</sup>  
I D I C H I G A N <sup>A.</sup>

# 1,750,000

*is the print order  
for March*

# True Story



If the average print order for True Story were compared with the average returns (less than 4%) for each month during 1923, the proportion would be as the Woolworth Building (792 feet) to Mount Everest (5½ miles).

*Since the drawing on this page was finished the print order for March True Story has been increased to 1,815,000.*

# The Economics of a Moron

The Farmer Who Buys Back His Own Hog, and the Six Portuguese

By Amos Bradbury

IT seems to be generally agreed by prominent speakers and writers that the big "problems" of the coming year are the farmer and the wage worker and his job. How are we going to take care of the great mass of increased production when the European market is, to say the least, incidental? I have heard it said several times recently, by men who are called economists, that we are engaged in the unprofitable and dangerous pastime of raising ourselves by our own boot-straps.

It has been pointed out that we are somewhat in the position of the famous family on the desert island which made its living by taking in the washing of another family also marooned on the same island. "While it is true we are producing more, wages are too high," say these men; "cut them and things will improve." I have even heard advertising blamed for making farmers and workers want Georgian patterns in silverware, hollow tiles for their houses, better furniture for their living rooms and monograms on their radiator caps when in order to buy these things in sufficient volume to keep factories moving they must receive wages which already are too high or prices for eggs, corn and potatoes so high that they still further raise living costs.

One or two important speakers have pointed out that the biggest problem facing the world is man and his job and how to enable the man to earn high wages in his job and still keep cost at a point where the factory can make a profit. To which another school of economists—mostly bankers—replies that wages must be liquidated before we can get to any normal situation.

Now I am a moron. I heard Saunders Norvell, chairman of the board of directors of McKesson & Robbins, in his famous

speech on morons and I fall in all of his classifications. I do not know where Christopher Columbus was buried, or how many pounds of blood there are in my system. I, too, have taken out insurance policies without knowing their terms and conditions. I feel confident that I rank with the lower 35 per cent of our population so far as intelligence about economics is concerned. As a moron, therefore, I offer my curious thought in the full knowledge that there is probably something radically wrong with them.

## HERE'S A REAL PROBLEM

One of the things that trouble me is this: Why is it that when banks issue their monthly survey, as many of them do, they point out that the good trade done by department stores and manufacturers is due largely to the fact that wages are high, there is little unemployment and the people are spending money? Usually in another part of the bank's pamphlet there is a plea for lower wages and usually somewhere a statement that the farmer is getting plenty for his crops right at the present moment and doesn't need help so much as he needs assistance in saving his money—spending less in other words. How in the world a cut in the purchasing power of our two largest classes of buyers is going to keep factory wheels whirring is far over my low brow.

Here are a couple of examples which have led me to wonder whether it is not possible for a nation like ours to manufacture and sell to ourselves without doing something which the learned economists tell us is all wrong. I heard a man talking recently about Armour and Company's research department and what it discovered concerning farmers—one of our two big factors in

domestic buying power. This company, which buys the raw material for its Star brand of hams and bacon in large quantities from the livestock farmer, sent some men out to discover whether it was possible to carry "coals to Newcastle" by re-selling the farmer his own livestock in the form of finished food products.

The research department discovered that a farmer, while he is a big producer of meat, has actually become a buying consumer of meat. The old fashioned, jovial, butchering day on the farm is gradually losing its place. For, according to my informant, this research department discovered that modern packing-house methods enable the farmer to get better and cheaper hams and bacon than he can make for himself, to say nothing of the time and work he saves. A man who raises livestock can actually save money and get a better product by selling his hogs to Armour and then buying back at his local store, in the form of ham, bacon or pig's feet, his favorite part of the hog he previously sold the packer.

An advertising campaign to farmers was the result of the research, so that this big packing concern believes in backing its apparently paradoxical discovery with some hard cash. When the Chicago average price on hogs goes up, my farmer-musician friend, Jere Ackerman, gets more money for them than he did previously and his Star ham and bacon that he repurchases doesn't increase as much and Jere has more money to buy himself a new trombone from an advertiser in Elkhart, Ind. He is assured of a uniform brand of ham or bacon at a lower price than he can produce himself, and he has more time to listen to the radio or his own trombone. I suppose it is because of the modern packing-house system and its elimination of the inevitable waste that is present when an individual tries to do the same job the packing house does with its big production, efficiency plans and massed

selling methods. Yet, on the surface, it looks very much like raising ourselves by our boot-straps perhaps.

Now let us look at the other class of big domestic consumer, the man who works for wages. It is well to remember always in connection with purchasing power that something like 4.1 per cent of our total purchasing power is all that is represented by incomes of \$10,000 a year and more. And this small 4 per cent of our purchasing power wouldn't keep many factories running at full time. We are sometimes apt to forget this fact when we say that if the farmer loses money it is his own business and that we should keep "liquidating" wages all the time.

#### THE SCENE SHIFTS

Here is Mike Ritola with a steady job in a shoe factory in St. Louis. Mike is on a profit-sharing plan and his earnings at steady work are averaging about \$55 a week. Being given the material and tools by the management, Mike applies his skill to them and does his specialized part of making a pair of work shoes for other workmen and farmers. His concern is one of the largest in the country. He gets a special employee's discount so he is able to buy back the pair of shoes he helped make at a lower price than a workman in a nearby automobile factory. But being a saving sort of a person, Mike has managed to buy many other things besides shoes with the money he gets for making them. He not only has a car, but a few weeks ago he bought a car heater from a concern in Kokomo. He is paying for a little house on the outskirts of town and he is managing to save some money. I don't know the man's name who fastens bolt No. 72 to its proper part of the machinery in the Ford plant, but it is safe to assume that from his few seconds' attention to each of thousands of such bolts he is able to buy back from Edsel and his father a whole machine. Building it bolt by bolt himself would cost him more and

# High Water!

Friday, December 21, saw Chicago newspapers carrying a tremendous volume of radio advertising.

As usual, manufacturers and retailers displayed *marked preference* for the Chicago Evening American.

This preference was responsible for the Chicago Evening American publishing 5,733 lines of radio advertising, which exceeded by 1,340 lines the volume published by its nearest competitor.

**CHICAGO EVENING AMERICAN**

EVENING

A Good Newspaper

he would probably starve to death before he had a car.

Both these men, let us assume, are producing a lot more than they did a few years ago and are earning a whole lot more money, thus being able to buy more shoes and automobiles from each other by way of the usual channels of trade. In this progress of exchange a great many people profit, including the man who owns the tools of production, the factory, the packing house or the farmhand as the case may be.

In each case the individual is able to buy primarily, I think, because of the elimination of waste in the bigger plant that specialization makes possible.

Here are six Portuguese immigrants in Providence. Three started their work in the new country by shoveling bituminous coal into a hungry furnace door, and three as puddlers, ladeling out the molten steel in a foundry. The earning power of each averaged  $X$  dollars a week. They all went to night school and learned English the first year and their earning power rose to  $X+4$  dollars a week, the excess being spent in a little better living quarters. In the course of time all six read in the advertisements about a correspondence course of training which will help them get ahead.

Now earning  $X+9$  dollars, each enrolls, and three become armature winders and three machine tool operators. The earnings of each jump to  $X+19$  dollars a week. The work they did when they first came to America by this time is being done by automatic stokers, and automatic puddling machinery, if there is such a thing. At this stage they invest in some advertised work shoes, Chicago clothing, buy an alarm clock, feed Cream of Wheat to their children and blow the wife to a facial mud pack. By further study and application each Portuguese doubles his individual production the next year, and being on piece work, his wages rise to  $X+32$  dollars a week. He then buys back part of what he makes

as an accessory to his radio set or his automobile, bought on time payments, and in other ways starts to lose his native thrift in his rising American standard of living. He does his small bit with his  $+32$  dollars over his original  $X$ , to keep several factories and farms busy.

#### SOME HIGHER MATHEMATICS

In the meantime he has risen from a Rabot, competing with an automatic machine, to a skilled workman. His purchasing power has increased from  $X$  to  $X+32$  dollars a week. He has added to the country's supply of armatures and automobile accessories and has reduced the cost to the maker. He has done his share to make it possible for the mine owner and worker to take more metal from the ground for him to convert into armatures. Is he producing too fast? Shall we preach increased production to him in the light of the startling increases in the country's production told about by the Secretary of Commerce? If he listens to our preachments that increased individual production means increased wages, will he produce himself out of a job if farmers and other workers can't buy all he makes? Just what would be gained for the prosperity of other factories by liquidating these six Portuguese back to  $X+20$ ? If it is good to liquidate them to  $X+20$ , would it be better yet to liquidate them to  $X$  and how or why?

Is the farmer who buys back part of his own hog from Mr. Armour trying to raise himself by his own boot-straps? If we urge the farmer to cut down his wheat acreage so he will get more money, due to a smaller output, would the General Baking Company be a benefactor or a malefactor by trying to increase the demand for bread by advertising? These are a few of the questions I should like to ask the banker and economists; I suppose they are all very simple to them, but they give us morons pause.

I heard David Friday say that if we could get a digest of pay-

# A Real Service for HOME Builders

—and those who sell  
products that home  
builders buy—

THE Architect's Small House Bureau, controlled by the American Institute of Architects, is conducting the Home Building Department in Hearst's International Magazine.

Because of the character of the authority behind this service which we are rendering to our readers, their responses have been unusual both in numbers and the intensity of interest.

In less than three months we have received nearly 6,000 communications from our readers asking for home building information of all kinds.

A magazine rendering such a distinct home building service to its readers opens the door of opportunity to advertisers who have something to sell to the man planning to build and equip a new home.

**Hearst's International**  
A Liberal Education  
**Magazine** Norman Hapgood, Editor

# The selling power of McClure's

THESE features in the January issue indicate the power of McClure's to sell itself to men, and keep men sold:

Through the Japanese Earthquake.....*Roderick Matheson*  
An American's Thrilling Adventures in the World's Worst Catastrophe

The Mystery at Meyerling.....*Joseph Szebenyei*  
Secret Letters from the Hapsburg Archives Reveal the Facts of an Historic Tragedy

An Experiment in Electricity.....*H. C. McNeile*  
Jim Maitland Stakes His Life on One Last Game of Bluff

Mussolini.....*Samuel Crowther*  
What the Growing Power of the Fascisti Portends in World Affairs

Mistooked Identity.....*John Randolph Hornady*  
Obie Shorter, Financial High Flyer, Unfortunately Essays the Role of High Diver

Tigers of the Sea.....*Hamilton M. Wright*  
Fishing for Speed Demons of the Deep—A Sport More Thrilling Than Big Game Hunting

The Man Who Knew How.....*Allanson Shaw*  
Nemesis Lurks in the Blizzard to Challenge a Villain's Boast

Men Who Have Made the News

What the South Is Thinking.....*George F. Milton, Jr.*  
Ford—McAdoo—Prohibition—Muscle Shoals—Co-operatives—the Boll Weevil

The Counterfeiter.....*Major C. E. Russell*  
Another Real Life Detective Story, Disclosing A. E. F. Secret Service Exploits

The Third Round—(Serial).....*H. C. McNeile*  
With Bulldog Drummond Bound and Gagged, Robinson Becomes Master of Ceremonies

From Dimes to Millions.....*Edward Mott Woolley*  
The Story of F. W. Woolworth's Revolution in Merchandising

Financial Problems.....*Franklin K. Sprague*

We suggest, as a still better means of understanding the selling power of McClure's—the reading of this issue.

# M<sup>c</sup>CLURE'S

25¢

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# The buying power of men

“MEN make the money, women spend it”—a popular fallacy!

*More than half of the total number of advertisers in current magazines have a direct message for men.*

Who buys your cigars? Who buys your clothing? Who buys your automobile? Who expresses preferences—that mean sales—as to your food, fuel, furniture, books, children's education, household equipment, vacations, toilet accessories, entertainment?

Who buys your office furniture and equipment? Who buys your securities? Who buys your insurance?

Man is far from being the back number that he is painted. As long as he makes the money he is going to be a vital factor in most sales.

You have a message distinctly for men if you sell anything for man's exclusive use, or for himself and his family. Frame it for his eyes—put it in his language and play up the features which will appeal to him—and present it through McClure's.

McClure's will give your message, as nearly as is possible, 100 per cent interested circulation.

MCCLURE PUBLISHING COMPANY

80 Lafayette Street, New York

---

*the magazine  
made for MEN*

---

roll figures we could come closer to predicting cycles in business.

I wish he would advise me on the questions I have asked. I think he knows the answers. It looks from my library chair as if we were going to take in each other's washing, so far as the bulk of our sales is concerned, for some months or years to come.

Is it a vicious circle, or an elastic rubber band? As a moron I ask you better-informed men, which?

Many of us, planning our business for 1924, would appreciate your thoughts on the subject.

### Increase 1924 Advertising on Lingette

Fred Butterfield & Company, Inc., New York, report that the fabric, Lingette, during 1923 set such a record for increased sales that it reduced overhead expenses in an amount sufficient to pay for all national advertising.

Confident that the sales growth in 1924 will likewise absorb advertising costs, the company has increased its advertising program. Plans call for the use of rotogravure in sixteen metropolitan newspapers and space in eleven women's publications, much of the latter in color.

### Form Book Publishing Firm

M. Lincoln Schuster and Richard L. Simon have formed the book publishing firm of Simon & Schuster at New York. Mr. Schuster, who is president, recently resigned as assistant to the general manager of the Motor and Accessory Manufacturers Association, but continues as counsel to the educational department. Mr. Simon, vice-president, is an executive of Boni & Liveright, New York publishers.

### Zepherized Underwear to Be Advertised

Zepherized underwear for spring and summer wear will be featured in the 1924 advertising of the Associated Knit Underwear Manufacturers of America. Member manufacturers supporting the campaign are to use the name for knit, bleached underwear. Names given three models for men are: Knit Athletic, Semi-letic and Knit-gard.

### Brewster Publications Advance Duncan A. Dobie, Jr.

Duncan A. Dobie, Jr., director of advertising of the Brewster Publications, Inc., Brooklyn, N. Y., has been appointed vice-president and business manager. The Brewster publications include *Motion Picture Magazine*, *Classic* and *Beauty*.

### Fraudulent Advertiser Gets Jail Sentence

One year in the Ontario reformatory was the sentence recently passed upon Maurice D. Prendergast, president of the Prendergast Company, Sarnia, on a charge of fraud. The Prendergast Company had used advertising in Canadian farm papers inviting orders for fence material at prices much lower than the existing market, for cash. The majority of these orders were not filled. When refunds were demanded they were not forthcoming. The concern has suspended.

### Bruko Cleaner to Invade Household Market

The Bruce Products Company, Detroit, manufacturer of Bruko cleaner, has placed its advertising account with the Campbell-Ewald Company, advertising agency of that city. The product is at present sold to manufacturers, particularly in the automobile industry, for cleaning grease, etc., from machined metal parts during the course of manufacture. It is now planned to package and place the cleaner in the household market.

### Death of James Hooper

James Hooper, one of the pioneer newspaper men of Western Canada, died recently at Winnipeg, at the age of sixty-eight. In 1880 he founded the *Herald* at Morris, Manitoba, which was among the earliest newspapers in the Province. Mr. Hooper also was associated with several Winnipeg newspapers. Later he was appointed King's Printer for Manitoba, a post from which he retired some years ago on account of ill health.

### Increase in Per Capita Value of Imports

The per capita value of imports in 1922 was \$27.71, according to statistics contained in the 1922 edition of "Foreign Commerce and Navigation of the United States," of the Department of Commerce. This figure compares with per capita imports of \$23.33 in 1921; \$47.22 in 1920; \$18.04 in 1913, and \$4.40 for 1821, the first year for which figures were tabulated.

### New Account for Moss-Chase Agency

The Buffalo Davenport Bed Company has retained The Moss-Chase Co., a Buffalo advertising agency, as advertising and merchandising counsel.

### Starts Advertising Business

Saul Jay Levin, formerly advertising manager of I. Breidbart & Bros., and The Washington Mills, both of New York, has started an advertising business under his own name at that city.

# The World



## First!

DURING 1923, THE WORLD printed nearly 2,000,000 separate advertisements, or 814,423 more than its nearest competitor. The score:

THE WORLD	1,911,282	Advertisements
The Times	1,096,859	"
The Herald	373,601	"
The American	371,130	"
The Tribune	132,922	"

THE WORLD'S record was 199,101 more separate advertisements than were printed during 1922.

# The World

MALLERS BLDG. PULITZER BLDG. GENERAL MOTORS BLDG.  
CHICAGO NEW YORK DETROIT  
CHANCERY BLDG. TITLE INSURANCE BLDG.  
SAN FRANCISCO, CALIF. LOS ANGELES, CALIF.  
SECURITIES BLDG.  
SEATTLE, WASH.

# An "S" that



This following enlargement is intended specially and known for a dealer which has been doing more than a year in business.

Already an "S" made in the words of many

thousands of customers for "Seiberling" as well as for

"Herringbone." There is a world of difference in the way the two should be used.

Seiberling, owned by the established number of dealers who only sell rubber on a limited basis, is the only one requiring the services of a limited number only.

And do not forget that the trade mark can identify

the store where you can buy Seiberling Cards. You

will see it on the dealer's sign and in his window.

SEIBERLING RUBBER COMPANY, AKRON, OHIO

## SEIBERLING ALL-TREADS



# Fuller's

15c

ember  
er No

# It Trys Something

It's Seiberling, Fuller & Smith's clients are these:

The Allyne-Zerk Company,  
Direct contact lubrication for automobile vehicles.

The American Multigraph Sales Company,  
*The Multigraph.*

Atlantic Stamping Company,  
*Household utensils.*

Carbola Chemical Company,  
*"Carbola".*

The Cleveland and Buffalo Transit Company,  
*Great Lakes steamship lines.*

The Cleveland Company,  
*Publishers of the Cleveland News and Sunday News-Leader.*

The Cleveland Provision Company,  
*"Wiltshire" meat products.*

Detroit Steel Products Company,  
*"Fenestra" windows and Detroit Springs.*

The Fox Furnace Company,  
*"Sunbeam" Warm-Air Heating.*

Gainaday Electric Company,  
*Electric household appliances.*

The Glidden Company,  
*Paints and varnishes, including "Jap-a-lac" and "Ripolin".*

The Gypsolite Company,  
*"Gypsolite" wallboard.*

The Hanna Building Company,  
*Owners and operators of The Hanna Building.*

Ivanhoe-Regent Works  
of General Electric Company,  
*"Ivanhoe" metal reflectors and illuminating glassware.*

National Lamp Works  
of General Electric Company,  
*National Mazda lamps.*

The Outlook Company,  
*Automobile windshield cleaners and rear view mirrors.*

H. H. Robertson Company,  
*Robertson Process Asbestos Protected Metal.*

Hotels Statler Company, Inc.,  
*Operating Hotels Statler in Buffalo, Cleveland, Detroit, and St. Louis, and Hotel Pennsylvania in New York.*

The Timken-Detroit Axle Company,  
*Axles for motor vehicles.*

The Timken Roller Bearing Company,  
*Timken tapered roller bearings.*

United States Chain & Forging Company,  
*"McKay" tire chains and commercial and industrial chains of all kinds.*

University School,  
*College preparatory school.*

Westinghouse Electric & Manufacturing Company,  
*Electric apparatus, appliances and supplies, including household labor-saving devices.*

Willard Storage Battery Company,  
*Storage batteries.*

ification—the great need of good is and their advertisers—is made when a striking and easily remembered mark identifies the product, package, the dealer's store and both manufacturer's and dealer's advertising.

# Seiberling - Advertising

## 15 Euclid Ave., Cleveland

Member American Association of Advertising Agencies  
Member National Outdoor Advertising Bureau, Inc.



## After the page is turned....

ON his way through the magazine your advertisement stops the prospect. He pauses—reads, is interested; possibly sold—then, passes on. As soon as the page is turned, the impression your copy made on him begins to diminish.

The secret of selling him lies in promptly showing where the product is for sale and reminding him *at the point of sale* of the interest he once had in the proposition.

Hustling along the street, he is stopped by the Giant Ad in the dealer's window. It reminds him of the moment when he read the original in the magazine and recalls to mind his decision to buy which he formed at the time.

That Giant Ads increase sales in just this way is proved by the number of advertisers who use them regularly.

*Send for booklet, samples and prices.*

Giant Ads can be made in any size in black and white, or any number of colors. Usual sizes are 17x22, 19x25, 25x38 and 38x50.

### NATIONAL PROCESS COMPANY, Inc.

117 East 24th Street, New York

Mad. Sq. 3680

BOSTON  
80 Boylston Street  
Tel. Beach 3321

PHILADELPHIA  
1420 Chestnut Street  
Spruce 1173

PITTSBURGH  
325 Fifth Avenue  
Smithfield 1162

CLEVELAND  
1056 Leader-News Bldg.  
Main 8115

# GIANT ADS

REG. U. S. PAT. OFF.

# Competing Manufacturers Use Same Sales Manual to Educate Salesmen

The Associated Manufacturers of Enamelled Ware Are Employing a Manual Which Teaches Salesmen to Sell the Ware as Well as the Brand

By James Henle

THERE have been co-operative advertising campaigns to reach consumers, to interest jobbers, to arouse retail distributors. Now comes a co-operative effort directed at the manufacturers' own salesmen in the form of a manual entitled "Sell More Enamelled Ware," issued by the Associated Manufacturers of Enamelled Ware.

This is a group of more than twenty companies, each of which is competing keenly with the others, and many of which have established trade names of high value through advertising. What special problems induced them to tackle the knotty question of salesman education in this co-operative manner? Why should a manufacturer desire to educate his salesmen in the talking points of his competitors? How can a manual that meets the needs of one manufacturer be used to strengthen the selling tactics of the salesmen working for a different concern?

In the first place, despite the fact that they are competing with each other, the manufacturers realized that there is little danger of a salesman neglecting to push his *brand* against all opposing brands—that the real peril lies in the salesman neglecting to push his *ware* against all competitive wares. Establishment of this fact immediately transfers the question of salesman education to a different plane and makes it apparent that competing manufacturers of the same ware can co-operate with each other to their common advantage, since the manual emphasizes the proper method of selling the *ware*.

It might be asked whether there is anything for a salesman to learn about a ware that has been on the market for over a generation. In

this case it was not so much a question of learning as of re-learning, for the merits of the product have come to be taken for granted—and forgotten. The booklet reviews and re-emphasizes these merits; in sharp paragraphs it tells the chief points about enamelled ware and ties them right up to the "why," which is in the manufacture. In spite of the brevity of these talking points they are practical and realistic—they are not vague generalities and adjectives. For instance, under the general heading, "Why Does Enamelled Ware Make Good in the Kitchen?" there are the following subheads: Cleanliness, Sanitation, Cooking Success, Durability, Convenience, Keeping Food, Fuel Economy, Attractiveness. Under "Cooking Success," for instance, we read:

Enamelled Ware utensils are not affected by acid foods. It never discolors food or changes the flavor; for example, scientific tests have proved that rhubarb cooked in Enamelled Ware is not discolored and does not absorb metallic compounds. That is why Enamelled Ware is ideal for canning and preserving. Salted or salt meats or any ingredient containing salt water may be cooked in Enamelled Ware without corroding or otherwise affecting its durability. These are only a few reasons why Enamelled Ware makes for cooking success.

More than half the booklet is devoted to how the salesman can help the dealer. The whole idea of service is put into practical terms by the paragraph:

It all comes back to this: A manufacturer's salesman or a jobber's salesman does not really sell a bill of goods until the goods are in the hands of the consumer. Goods cannot pass through the order books of a salesman any faster than they pass off the shelves of the dealer.

So much attention is devoted to showing the salesman how he can help the dealer for the simple

reason that most dealers have to be shown how to sell any staple article effectively. Sales promotion of specialties like electric utensils, labor-saving devices, etc., have been so intensive that the dealer is much more interested in these and, because of the strong dealer co-operation, he has been afforded, he understands much better how to sell them.

In recent years, even in the group of goods to which enameled ware belongs, there have been cooking utensil fads which have appealed to women just as dress fads have captivated them. The staple, like enameled ware, always has to put up its hardest fight against the fad, even though the vogue of the latter will eventually die down. The appeal of different appearance or novelty, which causes demand, very often leads the dealer to neglect his staple stock. Very often, also, the dealer takes longer to get over a fad than the consumer. It is then necessary to tell the dealer all over again of the qualities of the staple article.

In the case of enameled ware it is especially important to do this because its strongest point is invisible—the sturdy steel base hidden by the porcelain-like enamel coating. The booklet pictures and describes the process of preparing the steel base in a way which cannot be forgotten; it reviews every step in the manufacture of the utensils from steel sheets to finished ware, and it does this not only for the benefit of the salesman but in such a way that he knows how to tell the dealer about it.

The sections devoted to the retail merchandising of enameled ware all emphasize one point—that enameled ware can be *sold* and is being sold by enterprising dealers—that one need not wait for the housewife to *buy* it. The salesman is told how to help the merchant "boost" enameled ware by advertising in the local newspapers, direct-by-mail advertising, window and counter displays and salespeople's talks. On the subject of advertising the manual says:

It is unnecessary to tell any live salesman or dealer about the value of advertising, but, it must be confessed, Enameled Ware is not getting all the dealer advertising it should, even as compared with other wares. You can do much to encourage Enameled Ware advertising. Point out the value of Enameled Ware as a "leader" in any kind of sale and also its value as a line by itself.

Here are a few points on Enameled Ware advertising from "the school of hard knocks" which many dealers ought to know:

Give the goods a chance. Show Enameled Ware in a separate ad or give it fair-size space in a house ad. Never let Enameled Ware go with an "also."

Play up prices if you want to, but make the ads attractive to the housewife. Get flavor and atmosphere into them.

Don't skimp on cuts or use any old thing that is lying around.

One problem in selling kitchen utensils in department stores or in other stores where a large variety of lines is carried is the tendency to feature kitchen wares on only two occasions during the year. To help overcome this, the manual contains a monthly calendar of sales, beginning with January, with its "New Kitchens for the New Year," and including December with "Useful Gifts." It also adds attractive alliterative names for each day of the week, such as "Tempting Tuesday," "Furnishings Friday," etc. These suggestions, of course, can be applied by the dealer to the sale of other housewares as well as enameled ware.

As a final word of advice to salesmen they are warned that, after all, the sale can be made or unmade by the clerk behind the counter. If the ware is to be sold properly the retailer's employees must know how it is made, its qualities and uses. The booklet explains:

After all, isn't it the clerk or the salesgirl behind the counter who makes or breaks the sale? When you come to think of it, don't your orders depend on the store salespeople?

They ought to know all there is to know about Enameled Ware. Tell them how it is manufactured so they can talk about it intelligently. Tell them about its qualities and uses so they can make sensible suggestions to their customers. Pass along your sales and display hints. Stop any mishandling of the ware. Never let them knock your goods in conversation without educating them out

"*Mr. Presbrey, we want you to meet*

*Mr. Beatty*"



Mr. Frank Presbrey  
Pres., Frank Presbrey Co.,  
New York, N. Y.



Mr. H. R. Beatty  
Prominent  
Hardware  
Merchant  
Clinton, Ill.

Mr. Presbrey, allow us to introduce to you one of the coming younger merchants in the hardware trade, Mr. Hobart R. Beatty, whose store in Clinton, Illinois, is known throughout the central west.

Clinton has only 5,000 people, but the Beatty store does an annual business that runs into six figures. Just for example, the Beatty Company recently sold \$22,000 worth of tires in one year.

As you see, Mr. Beatty is a real disciple of quick turnover. He proves it in his store, as well as preaching it in articles and speeches at association meetings. His word has greater weight since he's one of the Board of Governors of the National Retail Hardware Association.

Mr. Beatty is another instance of the "key men" in the hardware trade that read **HARDWARE AGE** religiously each week. In fact, he holds it in such high regard that he keeps in his store a complete file of copies for years back. This is the kind of "reader interest" that—specially in merchants of this calibre—makes advertising in **HARDWARE AGE** an actual and profitable force.

# HARDWARE AGE

239 West 39th Street      New York City

Member A. B. C.

Member A. B. P., Inc.

of their wrong notions. Give them encouragement and help them to think for themselves and to better themselves.

A good idea of what the manual contains may be had from a list of the subheads. The first is: "How Can You Sell More Enamored Ware?" and then follow: "Why Is Enamored Ware Good?" "What Is Enamel?" "Why Does Enamored Ware Make Good in the Kitchen?" "What Help Does the Dealer Want?" "A Calendar of Enamored Ware Sales," "Combinations—the Sure Way to Sell More," "Where Should Enamored Ware Be in the Store?" "How Should Enamored Ware Be Displayed?" "A Word about Advertising," and "Your Friends behind the Counter."

From the foregoing it is evident that a clear, definite and simple outline was followed in preparing the manual and that its purpose was never lost sight of. The inspirational note has been avoided throughout—this field has been left to the sales managers of the individual companies. Every sentence contains a fact—with the result that the manual is easy to read, easy to remember and easy to refer to. In addition, it is intended to bring out supplements from time to time dealing more thoroughly with subjects such as advertising by the retail dealer, window displays, etc.

### Asheville, N. C., Club Elects Officers

At the annual meeting of the Asheville, N. C., Advertising Club, Karl Teubner was elected president to succeed L. Edwin Gill. Other officers elected were: Vice-president, Lavon Sarofian; secretary-treasurer, G. O. Shepherd.

The new directors are J. A. Goode and Marshall Roberts.

### Represents "The House Beautiful" on Pacific Coast

Gordon Simpson, Los Angeles, has been appointed Pacific Coast representative of *The House Beautiful*, Boston.

### Joins W. L. Brann Agency

Robert P. Kelsey has joined the staff of W. L. Brann, Inc., New York advertising agency.

### History of a Recipe Effective in Direct-Mail Copy

The Taylor Provision Company, Trenton, N. J., maker of Taylor's Pork Roll, recently sent out a two-page circular, one page of which carried the reproduction of a letter addressed to "My Dear Cousin" and dated January 3, 1777, at Shirley, James River, Va. The letter mentioned Washington's victory at Trenton and referred to a supper enjoyed on a previous visit to Trenton of the person addressed.

"You remember how we enjoyed that sort of minced ham provided on the 'King's Arms' sumptuous board?" the writer asked. "If you should go to Trenton again try and get the receipt from Landlord Newhall," he requested.

On another page of the circular, printed in the current spelling of the day, the company said: "The receipt from which Taylor Pork Roll was originally made, dates back to the Colonial days of Burlington County, N. J., a region long famed for its clever housewives and good cooks."

The paper on which the circular was printed was given the appearance of age and was covered with water stains.

### Registers Trade-Mark for Future Eastern Business

The California Food Products Company, Inc., Los Angeles, Cal., has made application for registration of the trademark "Cal-Jell" for use on a gelatine dessert preparation. "The original idea," A. H. Loeffler, general manager, informs *PRINTERS' INK*, "was possibly to use this when we go East instead of the brand 'Jell-well,' which we are now marketing on the Pacific Coast. We are now advertising Jell-well in all large Pacific Coast cities and have no definite plans as yet for coverage of any territory East of the Rocky Mountains."

### Joins Bernard Gloekler Co.

J. B. Rodgers, for the last three years advertising manager of Jas. H. Matthews & Co., Pittsburgh makers of marking devices, has joined the Bernard Gloekler Co., butchers' supplies, of that city, as advertising manager. Mr. Rodgers was for ten years in charge of the mail-order department of Jos. De Roy & Sons, jewelers, also of that city.

### "Oklahoma Farmer-Stockman" Advances H. E. Ramsey

H. E. Ramsey, formerly in the development department of the *Oklahoma Farmer-Stockman*, Oklahoma City, Okla., has been appointed promotion manager.

### Boston Account for Wilbur Beach

The American Institute of Finance, Boston, has appointed Wilbur Beach & Associates, New York advertising agency, to direct its advertising.

"I am appealing to you for information regarding a Technical School for my boy who is seventeen years of age."

## Hundreds of Letters

like this come to us every season and give a practical demonstration of the leadership of our School Service.

FOR 19 years THE NORTH AMERICAN has maintained a permanent department to give information about schools and colleges. Our files contain the most useful data available for any one any time in any part of the world.

### *Schools of Standing*

thruout the country have found the School Pages of THE NORTH AMERICAN a valuable source of applications from this prosperous Philadelphia trading area where THE NORTH AMERICAN is received into the homes of its readers as counselor and guide.

*Its Character Creates Confidence*

# THE NORTH AMERICAN

PHILADELPHIA

New York

John B. Woodward & Kelly  
110 E. 42nd St.

Chicago

Woodward & Kelly  
811 Security Bldg.

Detroit

Woodward & Kelly  
408 Fine Arts Bldg.

San Francisco

R. J. Bidwell Co.  
742 Market St.



# An Achievement in the Founding of a New Business Paper

THE first number of the new business paper for contracting painters and decorators—the "American Painter and Decorator"—will be mailed in January to more than 18,000 subscribers, almost all of whom are major painters who sent their subscriptions, with the money, three months ago, and solely through their desire this new magazine itself.

This amazing achievement, of such interest to the advertising and publishing world, is the result of such complete unanimity and cooperation among all three branches of the American Paint Industry as deserves the marked attention and respect that it aroused.

The real founders of the new journal which brings this large and important body of buyers into tangible and articulate audience are the leading men and concerns in the American Paint and Varnish Industry whose encouragement and support, pledged months in advance, justified and commanded the publishers' unusual efforts to deliver the goods—in a bona fide subscription list which now exceeds by fifty per cent the hoped-for number on which the present advertising rate was based, and in a magazine whose editorial spirit and content will not disappoint this remarkable demonstrated reader interest.

These Founders, who placed advance contracts for 1924 subscriptions, are listed on opposite page.

## AMERICAN PAINT

Publishers of

**American Paint Journal** (ABC-ABP) A National Weekly  
Manufacturers and Jobbers of Paint and Varnish Products.

**American Paint and Oil Dealer** (ABC-ABP) A Monthly  
zine for Dealers in Paint and Varnish Products.

**American Painter and Decorator** "Applicant for Membership in the ABC" A Monthly Magazine of Practical Information for Painters and Decorators.

Allen W. Clark, President

ABSC  
ADAM  
I  
THE  
BER  
BIGH  
BILL  
BINE  
BOST  
S. E.  
BRE  
CART  
CHIC  
CLIM  
CON  
C  
COOD  
JAMES  
JAMES  
DAY-  
C. P.  
DETRO  
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JOSE  
FRED  
E. I.  
IN  
EAGE  
FAUS  
FELT  
M. EV  
THE  
HAM  
HAZ  
HEA  
HIL  
THE  
S. C.  
KEYS  
J. F.  
LION  
LOW  
MDC  
THE  
MART

# The Roster of Founders

## AMERICAN PAINTER

*or DECORATOR*

ABSOENE MFG. CO.  
 ADAMS & ELTING CO.  
 AMERICAN ZINC LEAD & SMELTING COMPANY  
 THE BAUER MFG. CO.  
 BERRY BROTHERS, Inc.  
 BIGELOW BRUSH CO.  
 BILLINGS-CHAPIN CO.  
 BINKS SPRAY EQUIPMENT CO.  
 BOSTON VARNISH CO.  
 S. F. BOWSER & CO.  
 BREINIG BROTHERS, Inc.  
 CARTER WHITE LEAD CO.  
 CHICAGO PAINTING SCHOOL  
 CLIMAX CLEANER MFG. CO.  
 CONDIE-BRAY GLASS & PAINT COMPANY  
 COOK PAINT & VARNISH CO.  
 JAMES DAVIS, Inc.  
 JAMES B. DAY & CO.  
 DAY-KINGSLEY DRYER CO.  
 C. P. DELORE CO.  
 DETROIT SCHOOL OF LETTERING (Supply Department)  
 De VILBISS MFG. CO.  
 DEVOE & RAYNOLDS CO., Inc.  
 JOSEPH DIXON CRUCIBLE CO.  
 FRED. J. DRAKE & CO.  
 E. I. DuPONT de NEMOURS & CO., Inc.  
 EAGLE-PICHER LEAD CO.  
 FAUST PAINT CO.  
 FELTON-SIBLEY & CO.  
 M. EWING FOX CO.  
 THE GLIDDEN CO.  
 HAMMAR BROS. WHITE LEAD CO.  
 HAZARD LEAD CO.  
 HEATH & MILLIGAN MFG. CO.  
 HILO VARNISH CORP.  
 THE HOCKADAY CO.  
 S. C. JOHNSON & SON  
 KEYSTONE VARNISH CO.  
 J. F. KURFEES PAINT CO.  
 LION VARNISH CO.  
 LOWE BROTHERS CO.  
 McDougall-Butler CO., Inc.  
 THE L. MARTIN CO.  
 MARTIN-SENOUR CO.

MARTIN VARNISH CO.  
 W. N. MATTHEWS CORP.  
 MONROE, LEDERER & TAUSIG  
 BENJAMIN MOORE & CO.  
 MOUND CITY PAINT & COLOR CO.  
 MUCHENBERGER BROS.  
 MURPHY VARNISH CO.  
 NATIONAL LEAD CO.  
 NELSON PRODUCTS CO.  
 SAMUEL NELSON  
 THE JOS. NIEHAUS CO.  
 NEW JERSEY ZINC CO.  
 EUGENE E. NICE CO.  
 O'BRIEN VARNISH CO.  
 SAMUEL R. OLMSTED CO.  
 PITTSBURGH PLATE GLASS CO.  
 (Paint & Varnish Division)  
 PRATT & LAMBERT, Inc.  
 PRICE VARNISH CO.  
 THE REARDON CO.  
 REMIEN & KUHNERT CO.  
 RIDGELY TRIMMER CO.  
 ROBERTSON & CO.  
 ST. LOUIS SURFACER & PAINT COMPANY  
 SAVE THE SURFACE CAMPAIGN  
 SCHROEDER & TREMAYNE  
 SCOTT-SULLIVAN PAINT CO.  
 SEALERINE PRODUCTS CORP.  
 SEAMAN SAFETY BRACKET CO.  
 SEIDLITZ VARNISH CO.  
 SEWALL PAINT & GLASS CO.  
 SHERWIN-WILLIAMS CO.  
 SMITH & HEMENWAY CO., Inc.  
 SPANJER BROTHERS  
 SPRAY ENGINEERING CO.  
 STANDARD VARNISH WORKS  
 STAR BRUSH MFG. CO.  
 THIBAUT & WALKER CO.  
 TRINITY CHEMICAL CO.  
 U. S. KALSOMINE CO.  
 VARNISH PRODUCTS CO.  
 VILAS BROS.  
 GEO. E. WATSON CO.  
 WAUSAU ABRASIVES CO.  
 GEO. D. WETHERILL & CO.  
 JOHN L. WHITING-J. J. ADAMS CO.  
 WOOSTER BRUSH CO.

## AL JOURNAL COMPANY

Charles-Allen Clark, General Manager

3713 Washington Avenue, St. Louis, Mo.

Eastern Office: 373 Fourth Ave., New York. Phone, Mad. Sq. 1953

Chicago Office: 53 West Jackson Bl. Phone, Wabash 6853

# Plan Now To Use It

—The Detroit Free Press  
Automobile Show Number  
Sunday, January 20th

Automotive advertisers everywhere are now planning to make use of the remarkable sales-producing and influence-creating possibilities of The Automotive Show Number of The Detroit Free Press.

Through this number the advertiser secures the most effective possible type of local coverage and in addition a selective national coverage, all at one cost.

The influence of The Detroit Free Press, particularly at show time, is recognized nationally —an influence that is unmistakably resultful, remarkably efficient, and decidedly economical.

## The Detroit Free Press *"Advertised By Its Achievements"*

Foreign Representatives  
VERREE & CONKLIN, INC.

New York      Chicago      Detroit      San Francisco

# The Why and Wherefore of Inserts in Business-Paper Advertising

Elaborate Colored Inserts in Business Papers for Various Reasons Are an Advertising Economy

By a Commercial Art Manager

IT was not until we heard the remarks of a traveling salesman for a house manufacturing electric washing machines that we appreciated just why certain advertisers go in for elaborate special business-paper inserts.

We had seen much of this company's advertising from time to time.

Much of it was done in colors and metallic inks, gold, silver, bronze. No expense seemed to be spared. Ornamentation was of the highest degree of excellence. These pages looked expensive and were expensive.

And then the remarks of the washing machine representative. His company had issued, during the year, a dozen of the double-sided and exceptionally elaborate inserts. They were on glazed stock. As a rule, five colors were employed. Bronze ink was added to many in generous and luxuriant patches.

And for the advertising of washing machines, not to the consumer, but to dealers, types of men who might not be expected to understand all this panoply of gold and decorative extravagance.

We might have understood it had the messages been intended for housewives. Then atmosphere would mean something.

This washing machine salesman had bound the complete set of inserts into book form. The leather cover cost him over twenty dollars and he had cheerfully paid the sum out of his own pocket. When on the road he carried this volume with him, an imposing, a gorgeous exhibit!

"Our company surely advertises the machine handsomely," he exclaimed, as, with infinite pride he displayed the inserts, a page at a time, lingering over their beauty and caressing their bronzed sur-

faces. "Handsome, eh? Makes me glad I'm working for the house. I guess it's just about the most expensive advertising of its kind that's being done nowadays. I'd hate to tell you what they cost!"

"Tickle the dealers? Just ask me! I show this book—but then most of 'em have seen the series and mention them to me first! Takes an ordinary piece of machinery and makes it seem like just so much pure gold."

## USE OF INSERTS GIVES IMPORTANCE TO NEWS COPY

"The company gets out new models twice a year, just to keep up interest in the line and to introduce fresh patents that come along. Well, every time these models are making their bows to the trade, the inserts tell the dealer the facts. You'd go to some fuss if you had a youngster born; nothing would be too good for the kid—silks and satins, eh? The same with us. We want the dealer to realize that we're proud of the job."

"A great many articles that are manufactured are not so much to look on as works of art. You must surround them with special glory for what they lack, and while, to us, these washing machines are mighty pretty, they are just wood and metal to the unimaginative. Then out comes a trade-paper insert, like the drop curtain of the finest new theatre in town, and the product is made to seem important artistically. It's an achievement, you see."

"I have known dealers to cut these pages out of the publications and display them in their windows or show them to customers when they came in. A dealer likes the idea of being associated with success, and there's

no doubt about it. Fine feathers make fine birds, just as handsome advertising in trade papers throws a halo around the most homely product.

"Even the workers at the factory are impressed by the inserts. They see them and it makes them a little more satisfied with their jobs."

But there are other and just as important reasons for the special, elaborate business-paper publication insert. For example: when an advertiser wishes to be at the head of the procession in a publication which may be filled with displays: or when he has something of great importance to say, he greatly desires to make a smashing impression on the mind of his trade.

The color insert refuses to be "buried" or easily passed by. However hastily the reader may run through this issue, it is as if an arm shot out and touched him and said: "Just a minute! Here is a story of importance."

"I look upon these inserts as town triers," an advertiser says. "They are dressed up in fancy clothes and go down the advertising street, ringing a bell and reading a special proclamation from a scroll. People are compelled to pay attention."

Place fifty men in a line, in ordinary, everyday garb. Then dress one in silks and satins of, say the colorful Revolutionary period or the period of the picturesque French Courts of long ago. He will catch the eye first, of course. Whatever happens to the fifty sedate citizens, the chap with the costume-ball atmosphere is certain of his audience, and many of these inserts are indeed embellished with the equivalents of these same silks and satins.

An unusual business-paper insert for an electrical contrivance which had just appeared in a new and improved model, was composed of four pages in colors. The first was a "blind" display, a "teaser." There was a rich brown curtain on a brightly lighted stage and a smiling little fellow, in uniform, of the type seen at high-class vaudeville houses, had just

stepped to the footlights, bowing to his audience. On the left stood an easel bearing the numeral "8" intimately connected with one of the active principles of the machine. The page had placed the card on the easel. Here was the "next number on the program"!

"Things Are Buzzing in Binghamton," stated an alliterative hand-lettered line against the brown curtain. And, below: "We Want You to Meet \_\_\_\_."

It was necessary to turn the page over to find out what it was all about.

Certain business papers appear to carry more of these elaborate inserts than others, just as certain lines of business find more frequent occasion to employ them.

#### CLOTHING TRADE MAKES USE OF INSERTS

All business publications devoted to things to wear—hats, hosiery, haberdashery of all kinds, clothing for men and for women, and allied lines, have, of recent years, spared no expense in the matter of the insert. We have seen inserts which were as rich as rare old brocades and which were months in the making. Every month seems to bring a finer quality.

In the above field, the wisdom of their use is not to be questioned for a moment. In the majority of cases color and artistic atmosphere are absolutely indispensable.

Fabrics seem pale and uninteresting when reproduced in mere black-and-white. It is the boast of the modern manufacturer of these kinds of merchandise that he can make his business-paper advertising a veritable sample trunk in which all the true impressions of the goods are shown with absolute fidelity. There was a time when such engravings, such imposing pages were never attempted outside of the most handsome catalogues. Today they are a matter of weekly, of monthly occurrence, and are often extended to include an advertiser's complete schedule.

Those who have been most suc-



## *We place Within Your Grasp --*

WE place within your grasp the buying power enormity of sixty millions reached by the Country Weekly Newspaper. Its arrival is an event not to one person, but to a family. High visibility is assured by the limited bulk of the Country Weekly Newspaper. Ads have news interest in small town households. Advertising impression survives longer in the rural reader's mind. For statistical facts necessary to your campaign, newspaper lists and schedules for any territory and any number of papers up to 8,000—address

## American Press Association

JOHN H. PERRY  
*President*

WILLIAM GRIFFIN,  
*Vice-President*

EMMET FINLEY,  
*Secy. & Gen'l Mgr.*

GEORGE A. RILEY, *Treasurer*

225 West 39th Street, New York City

Kresge Building  
**DETROIT**

58 Sutter Street  
**SAN FRANCISCO**

122 South Michigan Ave.  
**CHICAGO**

Central Building  
**SEATTLE**

**Country Newspaper Headquarters**

cessful at it say that there is a one best method of arriving at the most satisfactory results. Always make the first rough color sketches "same size" and paste them right into the magazine. Ripple through that magazine and come upon your insert "all of a sudden," unexpectedly, after many pages in black and white. What is the effect? Is the eye jolted sufficiently? Is the color scheme enough of a surprise? Does it really do its work?

Segregated from its ultimate environment, there is no way of judging insert values accurately. It is the "first quick flash" that counts.

Unquestionably, the faithful reproduction of products, where color is of great importance, has assisted in bringing these vivid inserts to their present impressive degree of charm and efficiency of design.

Many advertisers strike a happy balance of economy by critically laying out all cuts with an eye to other uses. Thus a series of expensive engravings may be used in a four-times-a-month series of catalogues, or in illustrated two-page letters, or on postcards or mailing cards or in dealer broadsides and folders. Some go so far as to make reprints for dealer street-car cards. This, very naturally, spreads the expense over a great many slices of advertising bread.

### What Happened When Hershey Changed His Package?

CHICAGO, Dec. 17, 1923.

*Editor of PRINTERS' INK:*

In PRINTERS' INK December 6 issue Mr. John C. Stephan asks you what you think would result if Hershey changed his silver and brown package, the "wrapper of wide appeal." He doesn't mind telling "the big flat world" what he thinks would happen; I do not mind telling that a change was made. As to what resulted, I do not know. I rather suspect, however, that all that Mr. Stephan intimated did happen, for the new package did not exist very long.

Somewhere back in the fall of 1921 one of New York's corner vendors offered me a Hershey bar in a green wrapper bearing the name Homestead. For years I had been sold on Hershey in its dress of brown with silver markings, and it took no little amount of inspection on my part and of argument

on the vendor's part before I was convinced that this bar of chocolate was put out by the same people. Of course, as one interested in advertising I wondered at the change. I not only wondered, but I sought the reason, directly. I addressed an inquiry to Mr. Hershey.

I wrote Mr. Hershey that for years I had always sought out this particular package and, despite the fact that competitors had used wrappers of a somewhat similar aspect, I never had any difficulty in recognizing the Hershey bar. Why, then, this departure from what must have been a known trade asset? I expected that arguments would be forthcoming, both as to the cause of this proceeding as well as to plans for publicity of the fullest extent, for I felt surely this new package could not make the headway that the old had in the face of the increased competition that then existed. Alas, for the fate of advertising knowledge, my letter, even to this day, remains unanswered.

So I can give your readers no valid reasons for this change, although I can vouch for the fact that such a change did occur. My natural curiosity for running down any misunderstandable advertising or sales stunt still remains unappeased.

Writing about this phase of Hershey advertising recalls to my mind that a further advertising principle other than the three you printed has been used. I write "has been" for my absence from the Atlantic coast for two years leaves me in doubt as to the present. Along the eastern part of Jersey and Pennsylvania, on the line of one or two of the principal railroads' right of way, Hershey billboards used to greet my gaze from the car windows. Also, somewhere in Pennsylvania, possibly near Hershey, shone a large illuminated sign of invitation to inspect the Hershey plant.

Do any readers support me in this?

C. GILBERT MORTON.

### A Contest that Gets Salesmen to Study Copy

One way to get dealer salesmen to read a manufacturer's advertising is being used by the Phillips-Jones Corporation, New York. Fifty-three prizes, ranging from \$10 to \$200, totaling \$1,000, are offered salesmen in stores handling Van Heusen collars, for the best selection of a paragraph or sentence of sales talk found in a Van Heusen advertisement and the best letter telling why that advertisement sells Van Heusen collars. The paragraph may be taken from any advertising in any medium used in the last two years.

### New Account for Krichbaum-Liggett

The Ric-Wil Company, Cleveland, manufacturer of Ric-Wil underground insulated conduit for steam and heating lines, has placed its account with the Krichbaum-Liggett Company, advertising agency of that city. Business papers and direct-mail advertising to the power and heating fields are used for this account.

## What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

---

Programs for 60 legitimate New York theatres—  
aggregating 1,600,000 circulation monthly.

Published by

*New York Theatre Program Corporation*

Tower Building  
Chicago

108-114 Wooster Street  
New York



More than  
**8 5 0 , 0 0 0**  
 Monthly, concentrated largely in the  
 "Heart States,"  
 which lead in nearly  
 everything.

*"There's a  
 Difference  
 in Farm Paper"*

Chicago Office:  
**J. C. BILLINGSLEA**  
 123 W. Madison St.

New York Office:  
**A. H. BILLINGSLEA**  
 342 Madison Ave.

St. Louis Office:  
**A. D. McKINNEY**  
 Syndicate Trust Bldg.

**E. T. MEREDITH, PUB**

# FL FARMING

## Enormous Increase In Purchasing Power

Department of Agriculture reports show that farmers are over a Billion Dollars ahead of last year on the sixteen major crops, in addition to the income derived from the minor crops. The advance in farm crop and livestock prices also gives the farmer's dollar an increased buying power of more than 17%.

Census figures show that 47% of all National *farm* income goes to the "Heart States," where Successful Farming stands supreme.

Our Bureau of Market Analysis will be glad to furnish information regarding your opportunities in this rich territory.

### THE MEREDITH PUBLICATIONS

Successful Farming  
Fruit, Garden and Home  
The Dairy Farmer

Office: Kansas City Office:  
CINNEN O. G. DAVIES  
trust Bl. Victor Bldg.

Minneapolis Office:  
R. R. RING  
Palace Bldg.

C. A. BAUMGART  
Advertising Manager  
Des Moines, Iowa

UBHER, DES MOINES, IOWA

# Ask Mr. Ganser!

IF there is any doubt in your mind as to the relative standings of the various local farm papers published in Minnesota, ask Mr. G. F. Ganser, of Henri, Hurst & McDonald, Advertising Agents, Chicago, Ill.

We are gratified with the results of the investigation completed recently by Henri, Hurst & McDonald, because they check so closely with the information we have furnished to advertisers and agents and prove that our data are reliable.

Copies of report of Henri, Hurst & McDonald Minnesota farm paper investigation will be sent on request by the Research Department of



THE FARMER  
Webb Publishing Co.,  
Saint Paul, Minnesota

*The Northwest's Only Weekly Farm Paper*

Western Representatives:

STANDARD FARM PAPERS, Inc.  
Wallace C. Richardson, Mgr.  
1105 Transportation Bldg.  
Chicago



Eastern Representatives:

WALLACE C. RICHARDSON, Inc.  
95 Madison Ave.  
New York City

*Largest Farm Circulation Covering Northwest*

# Advertising Aids in the Solution of Lumber Industry's Problems

Purpose Is to Show Public the Necessity of Systematic Reforestation Plans

By James True

MANY interesting and unusual results are expected from the advertising campaign recently started by the National Lumber Manufacturers Association. Published in a list of more than 200 daily newspapers, the advertisements are really a continuation of the association's advertising effort begun nearly three years ago, and present expectations are based on highly satisfactory results already accomplished by a similar means.

In the spring of 1921, the association appropriated \$100,000 for an advertising campaign which ran for several months. The appropriation for last year was slightly larger, and it is expected to grow automatically in the future because the members of the association are taxed one-half cent per thousand feet of production for advertising purposes. The membership, which includes more than 2,500 sawmill enterprises distributed throughout thirty States, is growing, and the annual production of the mills will increase for some years.

The first campaign stimulated the advertising of various building materials, and it encouraged to a remarkable degree the advertising effort of the members of the lumber industry. In 1920, the thirteen associations and their individual members, of which the National Association is a federation, did not spend more than \$500,000 in advertising; last year they spent in excess of \$1,500,000.

The primary motive of the National Association's advertising, and of most of that published by the entire industry, has not been to increase the demand for lumber. Of course, there is much to be desired in the way of regulating and improving the merchandising of the industry; but since 1921 the demand for lumber of all

kinds has been strong, and the main intention of the advertising has been to lay before the public the salient facts regarding the lumber business and its allies.

The other day, Edgar P. Allen, director of research for the National Association, explained that the greatest need of the lumber industry undoubtedly is a better understanding on the part of the public. He said that although the industry is the largest in the country in which manufacturing has a part, and the second largest user of transportation, it was overburdened with problems of such a nature that the public interest and consideration were necessary for their satisfactory solution.

"We realized this," he continued, "long before the association began to advertise, and after a great deal of study, we concluded that advertising offered the best method of telling the public the truth about the conditions of the industry.

#### PUBLIC WAS AGAINST LUMBERMAN

"A few years ago, the attitude of the public was exceedingly discouraging. The majority of the people believed that the lumbermen were denuding the nation's forest lands without any thought of future supply, and looked upon us as spoilers. No opinion could have been farther from the truth; for many years the leaders of the lumber industry have been urging Congress to enact laws that would assure a future supply of lumber and furnish a more adequate protection of standing and growing timber.

"A number of the large private interests have undertaken vast projects of reforestation at great expense and under highly speculative conditions. The industry was among the first to undertake measures of simplification and

standardization. And the National Association, to encourage the study of reforestation, gave \$100,000 to Yale University to establish a chair of industrial forestry.

"Numerous attempts to colonize cut-over lands for farming increased the public's unfavorable prejudice, because most of the lands with the exception of those in the South, were unfit for farming and should never have been sold for the purpose. But such unproductive lands always have been something of a burden to the industry, and they will continue to be a burden until the problems of taxation and reforestation are finally solved.

"Until we began to advertise, the public generally did not know of the tremendous hazards of the lumber business, and that no other industry suffers such enormous losses that are largely preventable. Every year enough standing timber is burned to furnish the lumber to build a five-room bungalow on every fifty feet of land on both sides of a boulevard reaching from Chicago to New York. Forest fires are tremendously costly, and there are other hazards such as insect pests and blight which destroy the trees.

"The problems of taxation enter into reforestation, and the raising of timber cannot be profitable when the land is taxed as it is now. States and counties tax the lands every year, and since the average tree requires about fifty years of growth before it can be profitably cut into lumber, you

can see how the present methods of taxation discourage reforestation. The proposition is speculative, hazardous, and since its profits are so uncertain it does not attract capital. Furthermore, the banks will not lend money over a period sufficiently long to finance reforestation.

"There are a number of others, but I think that I've mentioned enough to illustrate the fact that the major problems of the lumber industry are really national problems, and that they cannot be solved except through the co-operation of the Government. The forest-products industries have approximately \$14,000,000,000 invested, and their annual business is about \$4,500,000,000. Every State in the Union is vitally concerned with the economic use and the future supply of lumber, and the whole proposition is too vast and varied to be handled successfully by private enterprises, no matter how large.

"Three years ago, when we began to advertise, we were convinced that if we could correct most of the misconceptions of the public regarding the industry, and broadcast the important facts concerning it, we could awaken the public consciousness to the importance of the industry and its needs.

"In attempting this, I believe we accomplished something of suggestive value to every manufacturers' association. We did not attempt to carry the advertising

## LUMBER FACTS

NO. 2

**More than four-fifths of all American homes are Lumber-built—a substantial proof of the economy and lasting satisfaction of good lumber construction.**

*Use  
lumber*

NATIONAL  
LUMBER MANUFACTURERS  
ASSOCIATION

COPY DESIGNED TO INFORM READERS  
OF AN IMPORTANT FACT IN  
THE LUMBER INDUSTRY

# “The Shaft” makes its bow

Another house organ, edited by Thomas Dreier and printed by the Charles Francis Press, has made its appearance.

Edgar T. Ward Sons Company, owners of six great steel warehouses, are going to send “The Shaft” each month to their thousands of customers and prospects all over the country.

They believe, and we believe with them, that the right kind of a sales house organ will help to get their message across.

## Charles Francis Press

Printing Crafts Building Telephone Lackawanna 4300

461 Eighth Avenue, New York City

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**ECONOMIST "NINETY PER CENSUS"**

---

**97%** *of his sales are  
HIS selections*

**A**DVERTISING acts on the professional buyer as it does on everybody else, but with manifold, multiplied return.

In dry goods and department stores, 97% of all the articles sold are asked for by their family names. Their given names are *the merchant's selection*.

When won, his interest is *never* casual, his approval always all-important to your success.

Every time you convince a retail merchant you hire a highest-power salesman!

---

***The ECONOMIST GROUP***

239 W. 39th St., New York

**THE DRY GOODS ECONOMIST (Weekly)**

*National from New York*

**THE MERCHANT-ECONOMIST (Fortnightly)**

*National by Zones:*

Atlantic Coast Edition from New York  
Southwest Edition from St. Louis

Midwest Edition from Chicago  
Pacific Coast Edition from San Francisco

*Over 45,000 paid-for copies regularly reach the executives  
and buyers in 35,000 stores in 10,646 towns—stores doing  
75% of the total business done in dry goods and allied lines*

---

load for the entire industry. We let all of our members know that we considered our appropriation but a drop in the bucket of the expense necessary to put over our story. It was understood that we were merely trying to show the way, to lead in the matter of telling the American people what we thought they should know for the good of the industry. On such a basis our first campaign was sold to our members, and their co-operation has been enthusiastic and generous.

"We still have a long way to go to accomplish what we want; but judging from the results to date, we are convinced that all of the problems of the industry will be satisfactorily solved in time. During the last three years there has been a marked change in the attitude of the public toward the industry; conditions generally are much better understood, and the builders of homes and the final users of lumber are expressing their preferences and opinions regarding the business, which is a very healthy sign."

After considering Mr. Allen's outline of the problems and the advertising, it cannot be logical to suppose that the recent Senate investigation of the lumber industry was entirely coincidental. A Special Committee of the Senate was appointed pursuant to a resolution specifying a committee of five members of the Senate, three from the majority party and two from the minority party, "to investigate problems relating to reforestation, with a view to establishing a comprehensive national policy for lands chiefly suited for timber production in order to insure a perpetual supply of timber for the use and necessities of the people of the United States."

The first hearings of the committee were held in Washington last spring within a few days after the adjournment of Congress. A general groundwork of information was furnished by Secretary of Agriculture, Henry C. Wallace; Dr. Wilson Compton, secretary and manager of the National Lumber Manufacturers Associa-

tion, and Colonel William B. Greeley, forester of the United States. Then the committee arranged an itinerary of travel which, until the latter part of last November, was almost continuous.

The committee held various hearings in Washington, and visited about twenty cities and towns, centres of the lumber industry. Its report promises to be voluminous, as its members were determined from the beginning to give everyone who had anything to contribute an opportunity to have his testimony recorded.

Mr. Allen accompanied the committee on all of its travels, as an official representative of the association, attended several of the Washington hearings, and he declared that the investigation was really in the nature of a national survey of our timber resources, actual and potential, and that the great mass of accurate data collected will undoubtedly form the basis, with the conclusions and recommendations of the committee, of a sound and adequate national forest policy.

"At the hearings held at various points in the country," he continued, "there were four subjects which generally stood out prominently from the large and sometimes confusing mass of testimony. The first subject invariably discussed most seriously was the protection of timbered and cut-over lands from fire, with reference particularly to the cost of forest protection on a large scale, the extent and nature of the forest protective organizations of the respective States, and the extent and effectiveness of the protective work carried on by private forest-land owners either as individuals or co-operative groups.

"The second topic of discussion was the most practicable adjustment of taxes on cut-over and second-growth forest lands. The committee evidently regards some method of deferring the major part of the tax burden on young forests until the timber is cut and yields financial returns, as an essential aid in obtaining reforestation on private lands.

"Third, the extent to which more

forest lands, particularly denuded areas, should be put under public ownership, either Federal or State. And the fourth important subject concerned the extent that timber can be grown, as a private commercial enterprise, if reasonable safety from fire losses and relief from excessive tax liabilities are brought about.

"At the conclusion of the final hearings in Washington, Chairman McNary assured me that proposed legislation will surely follow the committee's investigation. In the chairman's opinion, only a good start can now be made; but further experience, study and time will result in constructive and adequate legislation.

"The same can be said of the association's advertising and all of the advertising of our members. We have never planned a campaign or created a piece of copy with any intention of influencing or promoting specific legislation of any kind. Our first campaign was supervised by a committee and there was a difference of opinion among its members as to just how the thing should be done; but there was never any disagreement as to what was to be accomplished.

"In any industry in which the public welfare is concerned, it is practically impossible to secure favorable legislation until the public is awakened to the necessity of such legislation. In the natural course of events the public is slow to comprehend the development of unfavorable conditions, and drastic legislation is seldom demanded until the need for relief is immediate. Time is a vital factor in the development of the lumber industry, and if we had waited for unfavorable conditions to influence legislation, the country undoubtedly would have gone through a long period, some years hence, of a lumber famine.

"As it is, we are now assured that adequate laws will induce reforestation. We may have to bridge a gap of a few years; but due to the fact that the seriousness of the lumber industry's problems is realized and future conditions anticipated, the nation will be protected against a depletion of its lumber supply.

"In our advertising we realized that it would be necessary for us simply to lay the facts of the industry before the public, and that we could safely rely on the readers to draw their own conclusions. That is still our advertising policy. Our present campaign consists of a series of advertisements headed 'Lumber Facts,' and every piece of copy is designed to inform readers regarding an important fact of the industry.

"We are now sending one- and two-column advertisements five inches deep to the list once or twice a week. The present series will run until next summer, and we expect to increase both the size of the advertisements and the number of insertions per week after the first of the year. The association's advertising is looked upon as permanent, and we shall continue to encourage our members to follow our lead. Legislation will be required for years to come, and it is even more necessary than ever to keep the public informed as to the facts of the industry and its importance to individuals as well as to the nation."

The campaign will present, in brief form, more than 200 facts of the kind. And its tremendous influence can be realized only when it is considered that the campaign is but a small item of the total advertising of the industry, and that, due largely to the association's leadership, its members will spend a sum approximating \$2,000,000 for advertising next year.

"Our experience proves, I think," Mr. Allen concluded, "that one of the most important functions of an association should be to encourage its members to follow its lead in publishing as widely as possible all of the vital and interesting facts concerning the industry. Furthermore, I'm sure that we have proved that the most satisfactory way to aid in solving the problems of a large industry is to place all of the cards on the table by laying the facts before the public, and that advertising is the quickest, best and most economical means to that end."



# Why Say "LEPIDOPTER"?

The great American public READS as it RUNS.

Advertising copy must, therefore, be clear, incisive and URGENT, to accomplish the desired result.

Words are wasted in advertising copy, if shrouded in long, involved sentences or written in three syllables where two would suffice.

When we mean "Lepidopter," we say "Moth" — and the reader knows what we mean.

*Which of these books shall  
we send you?*

How to Judge an Advertising Agency  
Points on Merchandising Advertised Products  
Through Department Stores  
Merchandising Advertised Products  
Through Drug Stores

# J·H·CROSS CO.

General Advertising Agents  
CROSS BUILDING, 15TH & LOCUST STREETS  
PHILADELPHIA

Members:

American Association of Advertising Agencies  
National Outdoor Advertising Bureau  
Audit Bureau of Circulation





## Advance in Advertising Rates

**ORDER NOW AT THE PRESENT LOW RATE**

Owing to a decided increase in the circulation of **NORMAL INSTRUCTOR**, advertising rates will advance January 20th from 80c to \$1 per line and from \$500 to \$600 per page.

Advertisers may, before January 20th of this year, order space through the January 1925 issue at the present low rate. Blanket orders not accepted. Advertisers are urged to determine the amount of space desired in **NORMAL INSTRUCTOR** during 1924 and in the January 1925 issue and place definite orders to cover.

Write or wire at once. After January the 20th (closing date of the March issue) all orders must take the new rate.

**F. A. Owen Publishing Company**  
Dansville, N. Y.

Chicago Office:  
1018 South Wabash Ave.  
C. E. GARDNER  
Advertising Manager

New York Office:  
110 West 34th Street  
GEORGE V. RUMAGE  
Eastern Representative

**NORMAL INSTRUCTOR**  
*and* **PRIMARY PLANS**  
IN ITS THIRTY-THIRD YEAR

*The Leading Educational Magazine in the World*  
FOR TEACHERS OF ALL THE GRADES AND RURAL SCHOOLS

# A Way to Get Salesmen to Classify Themselves

The Toledo Cooker Co. Offers a Suggestion for Inventory Time

By Roger Davis

I HAVE talked recently to several presidents of manufacturing companies who occasionally write letters to their salesmen on the road. The president of one company confines such letters to six a year. He says that he does not believe his sales force expects form letters from him, so he gets information from his sales manager about the various problems his men have been up against and in what particular each seems to have fallen down. Then he spends plenty of time in writing each one of them a letter which brings out the point he wishes to make.

The vice-president in charge of sales for a big office appliance company says that he does not believe in form letters, that each salesman is a problem in himself. He combines the personal idea with the fifty-two form letters a year he sends out, by making an arbitrary classification of his sales force into four distinct divisions. These divisions were made upon the basis of the individual's aggressiveness. Each division gets a separate type of letter.

Several other executives in charge of sales have told me about this idea of classifying their men on the road. One of the best letters to his sales force ever sent out by a certain company put it up to the salesmen to classify themselves. This president is C. E. Swartzbaugh, Jr., president of The Toledo Cooker Company, of Toledo, Ohio.

While Mr. Swartzbaugh believes that every salesman is a problem in himself and that letters to him should be handled on the basis of helping him overcome his selling difficulties, he also believes that it is a good idea for a man to stop once in a while and take inventory of his own capacity and his own weak-

nesses. Every president and every sales manager knows that, although his men are individuals and have their own particular problems, there are certain men who will do a little extra when called upon, there are others who think they are doing their best always and resent it when asked to put on a little extra pressure, while there is another class which considers itself badly mistreated by the men in authority at the home office. This thought led to the unusual classification of the "Poor Me's," the "Who Me's" and "Count Me's." Each man was asked to classify himself and take stock of his own capacity and weaknesses in the following letter, which has received more comments than any other sent out by this organization.

#### To WHICH CLASS DO YOU BELONG?

It has very truthfully been said that all the world is made up of "Just Folks," but perhaps like myself you have noticed that there are several different kinds of folks. To my mind, there are three classes that pretty well cover the field.

First—there are the "Poor Me's." They are the people, who, when they get sick, start saying "Poor me" and begin to sympathize with themselves. They are the salesmen who in hot weather say "Poor me, I have been working so hard and it is so hot." Handicaps and reverses offer no challenge to this class. I have little sympathy for them.

The next class is far worse than the "Poor Me's." I would classify it as the "Who Me's." When you ask a "Who Me" to do something a little out of the ordinary, to render a little extra service, or to put himself out to be of help to someone else, he looks at you in a hurt manner and says "Who, me?" This class is also typified by the fact that they should be doing more business, making more calls and sweating a little bit harder, who invariably comes back at you with the inevitable "Who, me? Why, I am doing my best now." This class is a tough bunch to handle.

Then, there is the third class (and with all devotion, I say "God bless them") whom I would call the "Count Me's." In this class belongs the fellow who can be depended upon, who is

always ready and willing to put on a little more steam, who can always find time to be of service to his fellows, and the salesman who, when the sales manager wants him to increase his efforts or try a new approach in his selling, or work overtime to put a new product on the market, always grins and says "Well, I never tried it before, but you can count on me." He is the fellow who realizes that none of us even approach the limit of our capacity for work.

Just momentarily take a mental inventory of yourself and then for your own information, honestly answer the question at the heading of this letter for yourself.

All three of these classifications mentioned by Mr. Swartzbaugh in his letter above, are found in practically every sales organization. Every sales manager's job consists of reducing the number of the two former classifications and increasing that of the last. There is probably no better way of accomplishing this than by getting the sales force to take inventory of itself at the first part of the year. Inventory time has a broad general application.

Mr. Swartzbaugh's letter to his sales force suggests one of many ways by which every salesman in the country might be induced to make a mental inventory of his qualifications at the start of the year.

### Open Chicago Sales and Advertising Office for Sprague-Sells

The Sprague-Sells Corporation, Hoopston, Ill., has been organized to take over the Sprague Canning Machinery Company. Ogden S. Sells is president and general manager. The present Chicago office becomes the general sales office of both the new company and the Peerless Husker Company, Inc., Buffalo, N. Y., which is controlled by the same interests. Neal S. Sells will direct the sales and advertising of both companies from this office, assisted by Leland A. Babcock.

### Auburn Automobile Company Changes

Roy Faulkner, sales manager of the Auburn Automobile Company, Auburn, Ind., has been advanced to director of sales. E. H. Gilcrest, formerly vice-president and director of sales of the Westcott Motor Car Company, succeeds Mr. Faulkner as sales manager. Roy A. Sears, formerly advertising manager of the R & V Motor Co., East Moline, Ill., has been appointed advertising manager of the Auburn company.

### Banks Advertise Preparedness for Next Christmas

While people were busy planning their Christmas expenditures during the holidays, fifteen Toledo, O., banks took advantage of the opportunity jointly to advertise the Christmas Club plan of saving money in preparation for Christmas of the next year. The campaign, which began on December 10 is to continue to January 12.

In order that no one bank may feel that any other is exerting undue influence in the copy, the advertising managers of all the co-operating companies jointly produce the advertisement.

### Church Unionists Start Counter Advertising Campaign

The advertising recently conducted by the opponents of Church Union in Canada is now being answered in paid newspaper space by the Joint Church Union Committee. The first advertisement in the campaign is headed, "Canada Leads the World toward Christian Unity," and answers in detail the four principal charges advanced by the Anti-Unionists.

The James Fisher Company, Ltd., Toronto advertising agency, is directing this campaign.

### D. F. Phillips Heads Phillips-Jones Corporation

David F. Phillips, vice-president of the Phillips-Jones Corporation, New York, has been elected president, succeeding the late Isaac L. Phillips. A. S. Phillips, secretary and treasurer, becomes vice-president and continues as treasurer. Arthur Phillips was elected secretary and a director.

### Joins San Francisco "Illustrated Daily Herald"

Ralph P. Anderson has joined the San Francisco *Illustrated Daily Herald*. Mr. Anderson was recently advertising manager of the Anglo-California Trust Company, and formerly of Stephens & Company, investments, both of San Francisco.

### Made Partner in E. P. Remington Agency

Addison F. Vars, general manager of the E. P. Remington Advertising Agency, Buffalo, has become a partner in that firm. Finley H. Greene is directing partner in the Remington agency.

### Nibroc Towel Account with George Batten

The Brown Company, Portland, Me., manufacturer of Nibroc paper towels and Kraft paper, has appointed George Batten Company, New York, to direct its advertising.

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## The Trading Center of a Rich Commercial Empire

When the first white settlers built their rude log cabins opposite the mouth of the Licking River, they were merely repeating history. Ages earlier the pre-historic race of "Mound Builders" had located their principal trading center here,—the natural distributing point between North and South, East and West.

Today the Cincinnati Southern Railway, built and owned by the City of Cincinnati, is the greatest single artery of commerce between the North and South, while eighteen other railroads unite the City with the East and West. More than four thousand students receive instruction in the Liberal Arts, in Medicine and Law, in Engineering and Commerce at the municipally owned University of Cincinnati. For fifty years the Cincinnati May Musical Festivals have made the City the Mecca for the music lovers of the nation.

Annually the bonds that unite Cincinnati in community of interest with the teeming agricultural, mining and industrial cities that surround her are being knit more tightly. Hundreds of business and professional men from the "Queen City," in special trains, visit the sister cities of this inland empire, supplementing by personal contact and social intercourse the business visits of their sales representatives and "selling their city" to her logical market.

To have efficient distribution in Cincinnati is therefore to have immediate access to the markets of Indiana, Kentucky and the South.

For marketing details relative to your proposition address Cincinnati's leading newspaper, The Times-Star.

# CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

*Member of Audit Bureau of Circulations*

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# Open Opportunities in Great Britain

FOR American manufacturers of branded-and-advertised products, the wide-open opportunities in the British Isles are so numerous as to be almost incredible. These opportunities are invitations to American manufacturers, and scarcely a month goes by that does not see one or more American manufacturers entering the British market, so following the way of some hundreds already established here.

## 100 Trade Vacuums

The list which follows suggests the nature and extent of the opportunities left wide open by British manufacturers, for no strictly British manufacturer of the products listed, and of eighty more, advertises them to consumers and directs them to local sources of supply.

Domestic Electrical Utilities	Enamelled Sanitary Ware	Linoleum
Oil Cooking and Heating Stoves	Aluminum Hollow Ware	Rugs and Carpets
Kitchen Cabinets	Enamelled Hollow Ware	Knitted Sports Coats
Clocks	Shade Rollers	Felt Footwear
Electroplated Ware	Blankets	Men's Garters and Suspenders
	Comfortables	Men's Neckwear
	Spreads	

Thus is indicated the richness of opportunity in Great Britain for many American manufacturers making in their own country branded-and-advertised products and which are made nationally available from local sources of supply. An American entrant to the British market can carry on a complete national campaign in a single medium, namely, *The London*

**Daily Mail**  
WORLD'S LARGEST NET DAILY SALE

Advertising in the *Daily Mail* canvasses both consumers and distributors—an important consideration. It means that a sound national campaign is possible by the use of a single newspaper.

American advertisers and Advertising Agencies inquisitive about the British market can get complete information concerning the London *Daily Mail* and its associated evening and Sunday newspapers from the Advertising Department, Carmelite House, London, E.C. 4, or from

H. H. FIELD,

American Representative of the *Daily Mail*,  
280 Broadway, NEW YORK CITY.

# Government Facts Aid in Combating Prejudice

Philadelphia Coal Dealers Use Report of Fact Finding Commission to Justify Prices and to Meet Profiteering Accusations

By J. A. Lutz

COAL dealers of Philadelphia at the present time are making effective use of the findings of the Fact Finding Commission, which functioned during the administration of the late President Harding, in an advertising campaign. This commission, headed by John Hays Hammond, made an investigation of the entire coal industry, from mining to retailing.

The Philadelphia dealer organization is known as "The Philadelphia Coal Exchange." A small box, carried in all its advertising, states:

The Philadelphia Coal Exchange is composed of the great majority of the coal dealers in the city. The members of the Philadelphia Coal Exchange handle about 90 per cent of the anthracite coal in Philadelphia. This advertisement gives you the benefit of their combined experience and judgment.

The present advertising campaign scheduled for twenty weeks calls for at least one insertion daily in Philadelphia newspapers, including foreign-language papers.

The objective is to make The Philadelphia Coal Exchange stand for honest service. The copy touches on various phases directed to this end. It seeks to impress the reader with the fact that coal bought from a member of the exchange is good coal and that every ton is a full Pennsylvania long ton of 2,240 pounds. It explains that the exchange has men on the streets empowered to stop any wagon of members and check up on the weight, penalizing an offender, even to expulsion. It points out that the price asked includes only the margin of profit approved by the United States Government, and that the service rendered is the best possible under conditions existing at the mines, on the carriers, and in the city streets.

Certain copy defended the coal retailer as a necessary link in the scheme of distribution, functioning at a small profit. It explained that Philadelphia has no retail coal yards; that the capacity of the retailers' yards is necessarily restricted; that the local coal man must exist to keep the city's homes

## The faithful carrier

Dickens' *faithful carrier* in "The Cricket on the Hearth" has his modern counterpart in your coal dealer. No man labors more loyally or heroically for your comfort, or, other than his employer, of whom he is a servant, exposes and risks to health and limb. There is never a severer winter storm that the coal dealer's resources, and the health and strength of his patient helpers, man and beast, are not taxed to the straining point to deliver emergency orders for coal that might just as well have been put in during the summer. Weather conditions which lay other men off, make the coal man work even harder.

Do you know that actually at such times some will send their calls for coal to several dealers, accepting only the first load to arrive, sending the others back?

So long as the habit persists of waiting till the last minute to buy coal, the coal dealer works at a disadvantage of unnecessary risk and expense that adds needlessly to the cost of distributing your coal.

### THE PHILADELPHIA COAL EXCHANGE

#### Your Coal Dealer's Service

The Philadelphia Coal Exchange is composed of the great majority of the coal dealers in the city. The members of the Philadelphia Coal Exchange and the Philadelphia Coal Exchange Association, Inc., are the Philadelphia Coal Exchange. What advertisement gives you the benefit of their combined experience and judgment.

- (1) Turn up the heat in cold and bright weather.
- (2) Insure the government to know the amount of coal you buy.
- (3) Secure this coal for you until you want it.
- (4) Insure the coal at his yard.
- (5) Insure your delivery equipment to move, clean, weigh and deliver your coal.
- (6) The Fact Finding Commission, headed by former President Wilson, shows that Philadelphia dealers and dealers elsewhere than the city are not profiteers.

#### HOW THE GOVERNMENT FACTS ARE PRESENTED IN NEWSPAPER COPY

warm and its industries operating; and hence being indispensable, he is entitled to the small profit he makes.

The last point is the burden of the campaign. It was recognized in advance that the average consumer's conception of a coal dealer and of a war profiteer are identical and that this impression would have to be radically altered. To accomplish this the authority

of the Government was requisitioned, or, more specifically, the findings of the Fact Finding Commission. All copy of the series, at the bottom of the space used, carries the following:

Your Coal Dealer's Service

- (1) Ties up his capital in coal and freight from the moment it leaves the mines.
- (2) Stores this coal for you until you need it.
- (3) Screens the coal at his yard.
- (4) Maintains costly equipment to store, clean, weigh and deliver your coal.

And yet the Fact Finding Commission, approved by former President Harding, shows that Philadelphia coal dealers *make less than 50c a ton net profit.*

Entirely independent but indicative of the use being made of advertising in changing the coal opinions of Philadelphians, are the campaigns of various individual organizations. This advertising is principally an attempt by anthracite operators to overcome "size prejudices" and to influence the consumer, particularly the householder, to buy the smaller so-called steam sizes for domestic use in heaters and kitchen ranges.

The copy of the Lehigh Coal and Navigation Company attacks the habit of using "domestic sizes" as merely a tradition and maintains that smaller sizes can be satisfactorily burned for household heating. A lack of demand for the smaller sizes causes a lower price it explains, and advises: "Consult your heating contractor or address this company."

The Philadelphia and Reading Coal and Iron Company, which all the fall has featured buckwheat, rice and barley sizes for home heating plants, has recently given the name and address of an actual user in each advertisement.

It is reported that this advertising is effective, and that a growing demand is being felt for the smaller sizes, especially from the householder. The latter, in many instances, it was learned, is mixing these sizes with nut, stove and pea coal.

Dudley Lytton Smith, who has been advertising manager of Mandel Brothers, Chicago, has joined The Bruce Morgan Company, Chicago advertising agency.

## What the Oil Trade Lost

"If the oil trade had talked to the public one-tenth as much as we in the automobile industry have talked about our business, the public would be better educated on the oil trade," said C. F. Kettering, president, General Motors Research Corporation, at the fourth annual meeting of the American Petroleum Institute, held at St. Louis recently. In expanding this idea he said:

"Consider advertising by the automobile trade and the public's intimate knowledge of its products.

"Then consider your industry and the fact that the consuming public, buying oil, and even those who sell it at retail, in many cases, do not know anything about what they are buying and do not even see it. How do you expect the public to know about oil? You should go out and tell the public the story of a barrel of oil and it will marvel at instead of criticize your accomplishments.

"The oil industry has not the slightest reason for accepting the criticism heaped upon it, and you won't have to accept it if you tell the public your story. Gasoline sells for three cents a pound, and so does steel, but the public has been educated to the wonderful accomplishments of the steel industry and does not complain. Three things have made the automobile industry possible—rubber, alloy steel and gasoline. The first two have told their story to the public and the oil trade has not. You should not continue silent."

## Dominion Oilcloth & Linoleum Appointment

Archibald F. Baillie has been appointed managing director of the Dominion Oilcloth & Linoleum Company, Ltd., Montreal. He succeeds the late John Baillie, who had been the company's managing director for thirty-seven years.

## Death of James Gordon

James Gordon, president of the Canadian Converters Company, Ltd., and the Empire Paper Box Company, Ltd., Montreal, is dead at the age of fifty-three years.

DURING 1923, advertisements set by Bundscho helped to sell: automobiles, kitchen cabinets, perfumes, spark plugs, typewriters, bathtubs, watches, soaps, shoes, speedometers, beds, alarm clocks, hats, dresses, mattresses, books, pencils, suits, milk, toys, hams, paper, beans, ties, barometers, brake linings, dyes, bonds, cold creams, nail polishes, razors, pianos, cigarettes, pancake flour, chocolate bars, transportation, oils, desks, cattle, chairs, furnaces, trees, trucks, coffee, magazines, cereals, cocoa, fruits, tea, screws, socks, jewelry, insurance, batteries, newspapers, pickles, education, pipes, radio sets, tires, suction sweepers, adding machines, salt, lawn mowers, golf balls, swings, salmon, winter tops, cheese, showcases, radiators, cement, wedding rings, cigars, shrimps, butter, farms, carpets, go-carts, tombstones



**J. M. BUNDSCO, INC.**  
*Advertising Typographers*

58 E. WASHINGTON • 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

## **Here Is the Answer to**

## Dealer's Window



Where can  
I buy it?

"Good-Ad" Signs—  
costing but 1% of a  
**SINGLE** advertising  
appropriation—placed  
on the dealer's

windows, answer the question "Where Can I Buy It?"—asked in the minds of millions who read your advertisements, showing these prospective purchasers where your products are sold.

# “Good-Ad” Signs of DECALCOMANIE

## That "Goes On Forever"

are **PERMANENT**, attractive, brilliantly colored window signs—almost part of the glass itself—lasting reminders with no expense after the first moderate cost. *Include in your 1924 advertising appropriation*

## ***The Important One Per Cent!***

Send for actual Decalcomanie Samples to try—also for illustrated literature and details of non-obligating, free sketch offer.

BALM, FECHTER & CO.

#### **DEPARTMENT**

**67 Fifth Avenue, New York**  
*Representatives in all principal cities*



# When the Copy Writer Turns Ventriloquist

Unexpected Animation as a Means of Creating Added Interest in Products of Many Kinds

By W. Livingston Larned

**W**HAT could be more natural than for a telephone to write its own advertising copy; talk its arguments? Surely a telephone is something more than a mere inanimate thing of metal and other materials. Many products there are which possess this admitted suggestion of "life." And the public is always interested in hearing what they have to say.

In the case of the telephone, this general idea has just been employed in a remarkable series of newspaper advertisements. The instrument has disentangled itself from its own wires, stepped down from the office desk and the home table, and gone forth on a little personally conducted lecture tour in its own behalf.

The telephone public is made up of all kinds of people. Any general advertising program which overlooked, for example, the younger element, would fall short in its range. Now the younger element notoriously passes by on the other side of advertising not specifically addressed to it. It balks at business bludgeons, but a smile awakens interest and piques curiosity.

The telephone company felt the need for some new appeal which would not only strike at this audience, but catch the attention of the public in general. Pictures of people telephoning had grown monotonous and there were no new angles. But the really big objective was a more complete understanding of the advantages of long distance. It was decided to animate the telephone, to bring it to life, and to allow it to have its own say in its own whimsical way.

Some of these telephone talks, always in the first person, are frankly sentimental; others just as businesslike.

In the former class, these are characteristic, remembering all the while, that the telephone has the centre of the stage:

I hear Betty complaining because she can't get to town to pick up some tempting bargain she sees advertised. She doesn't seem to realize it's getting to be all the style to order things <sup>by</sup> long distance. She'd be surprised if she'd just try it.

Many's the Betty I could help. I know several good department and specialty stores that have a special telephone service for out-of-town people.

In their advertising the descriptions of goods are written so that out-of-town customers can order them satisfactorily by telephone, and they have a force of real order takers on the job, to take telephone orders.

A disappointed mother, in a home far from town, is shown, surrounded by her children. She is reading the daily paper and is unhappy over the fact that her obligations and duties will not permit her to go to the shopping centres. At one side, a whimsical, animated telephone, with hands to ears, is listening to what is taking place. There is an ingenious selling idea in this message.

Several of the advertisements have voiced, through the telephone, a plan for older people on farms, whose loved ones, the younger generation, have fared forth to large cities. The long distance call does much to neutralize the inevitable loneliness.

And through all the numerous advertisements, the animated telephone not only "writes the copy," but also plays the lead on the pictorial stage, with its moods and poses skilfully adapted to the subject.

Undignified? The telephone, a far too important product of exalted traditions, to descend to cartoons, and lively antics? Well, the Long Distance campaign has met with great and universal response. Can you get beyond that?

A form letter, supplied dealers for sending out to their own lists, echoes in our memory to this day, as a splendid example of humanizing the product and allowing it to take on some of the characteristics of "flesh and blood." This letter was sent to boys and was written with them specifically



THE TELEPHONE NOT ONLY WRITES THE COPY, BUT PLAYS THE LEADING ROLE

in mind. The product was a bicycle:

Come on . . . Let's go. It's a peach of a day for a ten-mile spin. No more school until next Monday, you know, and we can see lots of things and cover a great deal of distance in a day.

I promise to take you—anywhere. It would be nice out the lakes trail, wouldn't it? We might take along a fishing rod. And a box of lunch. I'm as eager to get away from humdrum as YOU, old chap. Even Mother won't be around to make us do chores.

I guess I'm about the best pal a boy ever had. And when you stop to think of it, we've had lots of happy hours together, haven't we? I'm feeling tip-top. Miles will mean nothing. There are little winding paths and sunny trails that no automobile could ever find—but we'll explore them.

At once, as such text is read, the product talking for itself, you visualize it as something intensely real. Comradeship is inspired.

Underwood portable typewriter advertising, for almost a year now, while not asking the product to "write its own copy" nevertheless creates in the mind of the prospect, a sense of friendly companionship. Here is a machine which almost "thinks for itself." It is the very embodiment of a thousand marvels. It is associated with living things which are made a living part of it.

Starting as an idea for one advertisement, then broadening gradually out as a thought to be injected into every piece of advertising, and now presumably a fixture, the Hoffman Valve "Watchman of the Coal Pile" is a superior interpretation of the animated, humanized product. For as most persons know, the valve, drawn in transparent style, has been united with the sturdy figure of a uniformed watchman; a symbol of such guardianship of coal economy as the product sponsors in its main argument.

But it is not necessary actually to animate a product, distort it, give it arms and legs and human features, in order to create this subtle atmosphere of a living thing. Copy often arrives at the same objective.

It has been interestingly true of Evinrude text, since the invention of the device, that all descriptive passages, regardless of the illustration, made the prospect feel that here was no ordinary mechanical product in the ordinary sense.

In a number of very clever pictorial ways, the advertising of Mobiloil has brought the product to life. The can of Mobiloil may be transformed into a motor car, with wheels, chassis and steering wheel provided, or again it may become a custodian of the road,

## Is Everything Favorable for Advertising Results?

Gentlemen:

In studying your advertising results, have you carefully checked over the following:

Are discounts and terms favorable to entire trade? Is the quantity required to get the maximum discount too large to please the average retailer or too small to satisfy the big buyer?

Are terms and practices flexible enough to fit the individual needs of each different district and still keep everybody happy?

Does your sales force put too much effort on the jobbers and big buyers and not enough in the cultivation of the smaller retailers? Have you by mail or with salesmen or otherwise taken pains to cultivate the personal interest and friendship of the sales people at the counter where your goods are sold?

Is the trade interested in your window and counter displays or does a large percentage of the trade leave them in the cellar?

Do you make your advertising appeal mainly on the one proven biggest use for your goods, or do you scatter your appeals to try to educate the public on new uses?

How do you localize your advertising and selling when competition in any one locality has passed you in sales on some of your important products?

Do you make advertising percentages follow sales percentages for each month through both dull and active seasons? Have you made sound tests over several years of sales to learn what particular kind of advertising and what specific appeal in that advertising produce the most interest and the most sales at the least cost?

Check off each of these questions and discuss the matter with us confidentially and freely. It will not be time or effort lost on your part: anyway, we will be happy to put our time against yours and let results take care of themselves.

Yours very truly,

*M.R. Gould Company*

Advertising Agency.

Member American Association of Advertising Agencies.

454 Fourth Ave., New York.

# The Daily Telegraph OF LONDON, ENGLAND

*"The Business Man's Paper that Goes Home"*

ENGLISH bankers and other business men regard the *London Daily Telegraph*—its financial pages, trade reviews and cable reports—as part of their necessary business equipment. It is relied upon by England's most prominent and successful men-of-affairs.

Carrying the full court calendar and complete London society news daily, it is also the personal paper of Royalty, nobility, and aristocracy—the most powerful and influential people in England—those who have money to spend and the leisure to spend it.

The circulation is 175,000—largely concentrated in the greater London district. As a consequence, the *Telegraph* carries regularly the advertising of all the big dry goods shops, and its tremendous volume of classified advertising proves conclusively the responsiveness of its readers. Americans traveling abroad read the *London Daily Telegraph* for its news of markets and business in America. The paper is equally popular with American women because of its society features.

Advertising Rates, Sample Copies and  
Mechanical Information on request from

**AMERICAN OFFICE**  
Room 410

425 Fifth Avenue                      New York City  
Telephone Vanderbilt 0274  
or any recognized advertising agency.

1924  
a sort of idealized traffic officer, helmet on smiling head, a club in one magistrative hand.

"Another Irish question—but a Ford Owner in Coleraine, Ireland, has found the answer," is a head-



### Another IRISH Question

But a Ford owner  
in Coleraine, Ireland,  
has found the answer

CORRECT Ford lubrication is just as important in Ireland as in America. A gentleman living in Coleraine writes:

"About two years ago I gave you a testimonial on the excellent quality of Gargoyle Mobiloid 'E' for Ford cars. I have now used the same car (and the same oil) for business purposes for over eight years, and in all this time I have had no trouble with the engine or the car in general. My car now runs with the same bearings, crankshaft and piston, transmission and gears, the last being no more than 1½ years old. I have had no engine rings put in this winter. The engine had two complete overhauls in this time, and is going strong."

As a further guarantee to the Ford car and Gargoyle Mobiloid "E" we decide, this testimony can be trusted.

IN BUYING Gargoyle Mobiloid from your dealer, it is safe to purchase in original packages. Look for the Gargoyle Mobiloid label on the can.

The Vacuum Oil Company's Chief Service depts. of Gargoyle Mobiloid are located in the following cities:

St. Louis, Mo., New York, N. Y., Chicago, Ill., Boston, Mass., Philadelphia, Pa., Atlanta, Ga., and San Francisco, Calif.

DOMESTIC BRANCHES:

Baltimore, Md., Boston, Mass., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Denver, Colo., Detroit, Mich., Fort Worth, Texas, Houston, Texas, Indianapolis, Ind., Kansas City, Mo., Louisville, Ky., Milwaukee, Wis., Minneapolis, Minn., New Orleans, La., Newark, N. J., New York, N. Y., Oklahoma City, Okla., Omaha, Neb., Portland, Ore., St. Louis, Mo., St. Paul, Minn., Seattle, Wash., Toledo, Ohio, Wichita, Kan.

### VACUUM OIL COMPANY

THE ARTIST HAS PUT THE SALES ARGUMENT IN PICTURE FORM

line which permits of the following unique copy:

Correct Ford lubrication is just as important in Ireland as in America. A gentleman living in Coleraine writes: "About two years ago I gave you a testimonial on the excellent quality of Gargoyle for Ford cars. I have now used the same car, and the same oil, for business purposes, for over eight years and in all this time I have not been held up with engine trouble."

To illustrate a point which is made in the amusing text which follows, the can of oil is garbed

as an Irish traffic officer, and a little drama is staged on the highway of Coleraine.

The three enemies of engine stability, Noise, Carbon and Wear, have been lined up along the turnpike, looking very sad about it, too.

And the animated Mobiloid can, as an officer, is putting them to rout. There will be no hold-up this time, of the commercial car in the background. It is to have clear highway.

By art adaptations such as this, the product may be set to work and find association with an almost limitless number of interesting arguments. Nor was it necessary, in the Mobiloid series, to distort or cover up any essential part of the container.

We quote now from two campaigns which allow the advertised article to do the copy writing. One is the Tork Clock, a device for—but allow the Tork, with its whimsical owl head and its clawed feet—the semblance of an owl, tireless and awake at night—to speak for itself:

I turn electric lights on and off—regularly. I am built for that purpose from my balance wheel to my electrical terminals—and for nothing else. I may be set to turn any group of electric lights on at a selected time and to turn them off again at the desired time. Once set, I do this every day at the same time.

I ask only to be wound once a week. I do not prevent turning the lights on and off at any time you wish. I manage the lights in store windows so that passersby may always see what they plan to buy. I regulate protective lights so that darkness may not invite mischief.

I light up your electric signs at dusk, and turn them off at your customer's bedtime. I make outdoor advertising messages easier to read on every night than on any day. I light up hen houses long before dawn on winter mornings that you may have two eggs instead of one. I do all sorts of electrical switching regularly. I cost little to buy and nothing to operate. Install me instead of any switch Anybody may forget to turn.

A frank and outspoken statement, voiced with assurance. The physical appearance of the animated Tork carries the idea along neatly with its face of the non-sleeping owl.

What gives ventriloquism its

undying thrill? The fact that inanimate dummies are made to seem to voice their little joys and sorrows. It's different. It's a novelty.

When the copy writer turns ventriloquist and "throws his voice" into some inanimate product, the resultant interest is every bit as engrossing.

## Nefarious Jewelry Auctions Exposed

**I**N a campaign directed against the activities of fraudulent jewelry auctioneers in Buffalo, the Buffalo Better Business Commission called the misrepresentations in which they indulge to the attention of the public through a series of newspaper advertisements.

These auctions have been held in various temporary headquarters in the business section of the city during the last two months and were especially active during the holiday buying season of the year.

The Buffalo Better Business Commission investigated the practices of these auctioneers and advertised its findings to the public.

The advertising told of one sale which resulted in the auctioneer's arrest on a charge of petty larceny. In making delivery of a watch that had been sold, it was claimed that the auctioneer had substituted another watch other than the one originally sold to the customer. Various other charges of misrepresentation and unfair practices were brought out in the commission's advertising.

The commission reports that this advertising resulted in a studious avoidance of these temporarily located auction stores by prospective Christmas jewelry buyers.

The commission will continue its campaign against these auctioneers. Buffalo's corporation counsel is drafting a measure which, if it becomes an ordinance, should curb these nefarious auctions.

## Stop Chinese Herbalists Use of "Doctor" in Advertising

Chinese who prescribe herbs for various ailments have been using newspaper space in which they have prefixed the term "Dr." before their names, according to a report from the Better Business Bureau of the San Francisco Advertising Club.

Investigation developed the fact that a majority of the so-called Chinese herbalists never had any training to fit themselves to prescribe for suffering humanity. In a campaign to correct this character of advertising, the Board of Medical Examiners of the State of California sought the co-operation of the San Francisco Better Business Bureau. The Bureau promptly secured the co-operation of newspaper publishers who refused to accept copy in which the herbalists registered themselves as doctors.

As a result of these efforts the practice has been discontinued and in a letter to the Bureau, Dr. C. B. Pinkham, secretary of the State Board of Medical Examiners, complimented the Bureau for its work in correcting this advertising evil so promptly.

## Has Flaxlinum Insulating Company Account

The Flaxlinum Insulating Company, Minneapolis, has placed its advertising account with Olson & Enzinger, Inc., Milwaukee advertising agency. Newspapers in large distribution centres will be used in a 1924 campaign to educate the public to the advantages of using efficient insulating material in building construction, from the viewpoint of both comfort and economy. Building trade publications and direct-mail advertising to builders will also be used.

## Leaves Northern Furniture Company

J. St. Clair McQuilkin, for twelve years advertising manager of the Northern Furniture Company, Sheboygan, Wis., has resigned to become editor of the *Furniture Reporter*, San Francisco. Mr. McQuilkin was for several years associate editor of *Inland Printer*, and *Inland Stationer*, Chicago, and at one time manager of business-paper advertising and superintendent of publications with the Remington Typewriter Company, New York.

## Has Heller & Merz Account

The Heller & Merz Company, New York, has placed the advertising of its line of aniline colors with the Hazard Advertising Corporation, of that city. Business papers and direct-mail advertising will be used.

## Joins Pittsburgh Agency

Porter R. Jackson, has joined The Farrar Advertising Company, Pittsburgh. Mr. Jackson was formerly president of the Federal Adjustment Company of that city.

# IF CINCINNATI Is the Typical American City

PARALLELING the country as a whole—why isn't it the logical place to have your try-out?

EVERYONE knows that if you can strike an average the first time, you don't have to gamble. Results are proportionate elsewhere.

I. A. KLEIN  
30 E. 42<sup>nd</sup> ST.  
NEW YORK

I. A. KLEIN  
76 W. MONROE ST.  
CHICAGO

R. J. BIDWELL CO.  
742 MARKET ST.  
SAN FRANCISCO



# CINCINNATI One ENQUIRER

*One of the World's Greatest Newspapers*

WILL HELP YOU IN  
THIS MARKET

**I**N directing the advertising campaigns of our clients we steer by the compass of experience through seas well charted in advance.

Thus we are able to bring their accounts successfully to a fair haven, where active markets lie.



# Jazzing Up Java

Or Advertising in the Dutch East Indies

By A. W. Ferrin and W. G. Kilcoin

*HET Nieuws van den Tag voor Nederlandsch Indie.* This is the title of the leading daily in Batavia, capital of the island of Java. Advertising in a medium with such an appalling appellation seems at first sight a formidable proposition, but translated into English "The News of the Day for the Netherlands Indies" becomes an intelligible newspaper. Advertisements in this and other papers of Java and Sumatra and the Celebes have proved profitable, according to Trade Commissioner John A. Fowler of the United States Department of Commerce, who has spent three years investigating markets for American goods in the South Sea possessions of Holland.

Besides *Het Nieuws*, etc., Batavia has four daily papers; Soerabaya has three; Bandoeng two; Djodjakarta two; Soerakarta two (all these in Java); and two dailies are printed at Medan in Sumatra. The advertiser has a large choice of mediums, if he wants to advertise in Dutch. All the papers cited above, together with three weeklies and a bi-monthly in Batavia and several weekly and monthly publications in other cities are published in that language and advertising therein must be *a la Hollandeise*.

The Dutch papers cover local news very fully, with especial attention to movements of ships and commercial and market reports. Their wire service of world news is generally good. They all are inclined to be conservative and *De Locomotief*, published in Semarang, is ultra-conservative. It is only recently that this paper has deigned to admit an advertisement exceeding a quarter page. The first application of an American tire manufacturing company for a full-page advertisement was turned down flat.

Dutch is the official language of the islands, and the language of the white merchants, who number less than 100,000, but not of the approximately 300,000 Chinese merchants who are very strongly placed in Javan and Sumatran trade, nor of the majority of the 46,000,000 natives of the archipelago. Most of the Chinese, strange to say, do not read Chinese. They have either been born in the islands or have lived there so long that they have forgotten the complicated characters of their own language, if they ever knew them. Some of them speak Dutch; more of them speak Malay, which is also used by several hundred thousands of upper-class natives.

To reach the Chinese and the Malayan speaking natives, who with the Dutch comprise the market for de luxe commodities, newspapers and magazines are published in the Malay tongue. Advertising except such as can be visualized is ineffective upon the rest of the population, which is both illiterate and impecunious.

There are also a number of Dutch and Malayan periodicals, each of which has its clientele, some appealing particularly to sugar interests, others to rubber, etc.

## POSTER ADVERTISING

Besides the Dutch, other Europeans, Chinese, Malays and natives of various dialects, the islands harbor a number of Arabs, with their own peculiar script. To appeal broadly to this miscellaneous mixture, poster advertising is effectively employed, with bi-lingual and tri-lingual bills and especially with pictures, which are a universal language needing no translation.

There are no companies in the islands selling poster space, but contractors erecting buildings

offer to advertisers the use of temporary fences surrounding the rising structures, and tram cars and railway stations are good advertisement carriers. An importer of American automobiles rented a fence in Soerabaya for the equivalent of 65 cents a square foot per month and found the expenditure a good investment. A Soerabaya stationer who was remodeling his building "swapped" the poster

urban system, are extensively used for sign advertisements. Advertising cards are not carried inside the cars but on a high boarding extending down the centre of the car, on top, so that everybody who sees a tram go by, can read the advertisements, affording a maximum of perambulating publicity. Advertisements are carried on the locomotive also, as well as on the cars.

In streets where there are no trams, two-wheeled pony carts are sometimes used to carry around an advertising sign, of a theatrical company, for example, a man inside the cart beating a drum and distributing handbills to the populace which comes running to find out what the racket is about.

Motion-picture advertising is used to some extent. Pictures are projected by a single machine and the interval needed for changing films is used in throwing advertisements on the screen. Most of this advertising is purely local and is not well done.

Electric signs are sparingly employed.

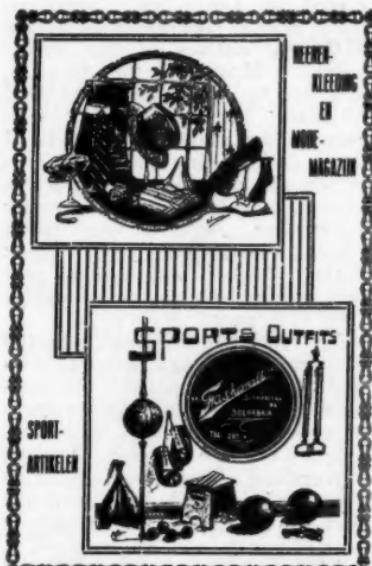
The degree to which foreign products appeal is indicated by a statement of Consul Buhrmann that he saw 1,500 people enjoying themselves immensely in front of a screen depicting Charlie Chaplin, while the audience at a Japanese dancing show alongside it consisted of one, the consul himself.

This interest in Mr. Chaplin's exploits may have promoted the remark of the British commercial agent in Batavia, in his annual report published by the British Department of Overseas Trade last year:

"Representatives of British manufacturers have only to come to Java to realize that this is no longer a semi-civilized country, but a great colonial possession which will compare favorably with any tropical country in the world."

Many more Americans than formerly are going to Java to find out for themselves, at first hand what it is like, according to consular reports, which is well, for some time ago the consul at Soerabaya said:

"Every mail that comes to this



AN ADVERTISEMENT OF MARKED SIMPLICITY  
IS WELL RECEIVED

privilege on his protecting fence with a grocer across the street for the use of a vacant lot owned by the grocer in which to store his lumber. A prominent jeweler obtained government permission, without fee, to paint his sign on the telegraph control box opposite the main hotel in Soerabaya. Motion-picture theatres in all cities paste their bills on light movable screens and set them up against trees in the public squares, taking them in at night lest a thrifty native make away with them to construct a mosquito-proof house.

Then steam tramways, which are a sort of suburban and inter-



## Resolved!

**That if the only thing  
a man gets out of his  
business is money,  
it's a good business for  
him to get out of, for—  
“wretch, concentrated  
all in self”—he has not  
fulfilled his destiny  
which is to add his  
mite to the might of  
human advancement,  
be it mechanical, in-  
dustrial or cultural;  
economic, artistic or  
typographic.**

**FREDERIC NELSON PHILLIPS, INC.**

*Formerly PHILLIPS & WIENES, Incorporated  
Typographers Who Prove It With Proofs*

**314 EAST 23RD STREET  
NEW YORK CITY**



# This Type Face Has Been Much Admired



**I**T IS BENEDICTINE, recently cut for the Linotype after the design of Plato de Benedictis, a noted Italian typographer of the Fifteenth Century. While holding all the grace and warmth of feeling that we expect in a classic Italian type, Benedictine has none of the exaggerated mannerisms that so often appear as affectation in modern reproductions and detract from their legibility. It is therefore an ideal type for advertising composition, distinguished in appearance and highly readable.

To accompany the Benedictine series, there has been designed a complete series of decorative material. Borders such as the headband of this advertisement are cast on the Linotype. Large borders, initials, and head and tail pieces, harmonizing with the type, are also available in electrotype form.

*If you are interested in securing better typography at lower production cost, you should look into the varied possibilities of Linotype Typography. We shall be glad to send you on request the One-Line Specimen Book with its Supplement, the catalogue of Linotype Decorative Material and de Luxe Specimen Sheets of the various type families.*

**MERGENTHALER LINOTYPE COMPANY**

*29 Ryerson Street, Brooklyn, N. Y.*

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

*Agencies in the Principal Cities of the World*

12 Pt. Benedictine Border Nos. 1054, 1054 1/4. 5 Pt. Matrix Slide No. 506 and 3 Pt. No. 401



*Composed entirely on the LINOTYPE in the Benedictine Series*

consulate brings a large number of letters from American manufacturers who have a vague idea that this may be a good market for their goods. The way the letters are addressed and the substance of the letters themselves show that the writers have not the vaguest idea of where Java is situated on the map or whether it is a Dutch, English, German or Hottentot colony."

#### IMPORTANCE OF THE MARKET

The annual imports of the archipelago average, in value, over 500,000,000 florins, equivalent at normal exchange rates to about \$200,000,000 in American money. The islands are the sixth largest importers, among all countries in the world, of cotton piece goods, which constitutes about half their total imports. The unique costume of the natives, the "sarong," composed of a piece of cotton cloth eighty-four inches long and forty-two inches wide, which is wrapped round and round the legs, until it looks like a kilt, is responsible for much of the cotton goods importation. Men, women and children wear the "sarong," which is decidedly ornate, the cotton cloth having been made into what is called "batik" by a process peculiar to Java.

Other imports include all kinds or iron and steel products, from wire nails to steel nails and locomotives, automotive vehicles, kerosene, gasoline, condensed milk, canned meats, vegetables, fruits and fish, chemicals, paper and ink, agricultural implements, hardware and tools, office and school equipment, household supplies, soap, matches and "sundries." The range of the import market is very wide, as its total, in value, is large. It is a market well worth advertising in.

#### IMPORTANCE OF THE "CHOP"

The first and most important thing to do in entering the Dutch East Indian market is to establish, support and maintain a "chop." "Chop" is pidgin-English for trade-mark, brand or name. Nowhere in the world does good-will

count for more than in the Orient, and once a trade-mark or brand is well established and widely known the goods bearing it almost sell themselves. But to fail to support the "chop" by keeping goods up to quality is fatal. Buyers will not pardon any deviation from the standard set by the goods under the "chop" as first introduced. Advertising is of course vital to the establishment of the "chop."

The Dutch East Indian is conservative, and "peppy" advertising does not appeal to him as it does to us. The mandatory advertisement is apt to repel rather than attract him to a new commodity. Plain and dignified setting forth of the merits of an article works better than unbacked boasting.

#### Buy Two Brooklyn Weeklies

*Home Talk* and *The Item*, South Brooklyn, N. Y., weekly newspapers, have been purchased by Major C. R. Baines and Edgerley M. Schmich from Edwin W. Harlow. Major Baines, who becomes president of the company, was recently general manager of *The American Legion Weekly*, New York, and formerly vice-president and business manager of the *Army & Navy Journal*, New York. Mr. Schmich, who becomes vice-president and secretary, has been advertising manager of the two newspapers for the last two years, and was for eight years advertising manager of the *Brooklyn News*.

#### Changes by Pitluk Advertising Company

David Schein, who formerly conducted an advertising business under his own name, has joined the Pitluk Advertising Company, San Antonio, Tex., in charge of production. Milton Ling has joined this agency as an account executive.

Gustave Wild, who has been with the agency several years, has been appointed art director. Stephen Prosser has been advanced to chief of the forwarding and checking departments.

#### Insurance Account for Gardner Agency

The Home Title Insurance Company, Brooklyn, N. Y., has placed its advertising account with the New York office of the Gardner Advertising Company.

#### Joins Gordon-Marx Agency

H. Schneiderman has joined the staff of The Gordon-Marx Company, Cincinnati advertising agency.

## How Sherwin-Williams Awakens a Latent Market

IT'S a good thing for people to move from one home to another occasionally, if only to get acquainted with the material they have collected during their residence in the old place. Attics, closets and cellars give up their ghosts at such times. Junk comes out of its hiding places to be scrutinized, renovated or cast away. Often, interesting old things are found which need only paint to make them fresh and new and useful. Junk, therefore, furnishes a potential market for paint and varnish. The Sherwin-Williams Company suggests to its dealers that window displays made up entirely of junk, old things which paint could have saved, are always effective in gaining the interested attention of passers-by.

The inside of every home is also a great potential market for prepared paints. A wealthy woman comes to mind who could hire a dozen painters whenever she might need them but who prefers to paint her own furniture and even takes the trouble to buy unpainted beds and chairs and things because she wants the pleasure of finishing them herself and because she feels that by doing it herself she is able to get just the results she desires. Pride of craftsmanship is alive in everyone of us even though we may not be professional craftsmen. Painting is a form of self-expression, like singing or writing or any other human activity. It is something which can be fostered, nursed and developed.

All of which gives the paint manufacturer and dealer an opportunity to increase their sales of paint and varnish. It is not a market which has to be broken open. It is already open, though not yet in full bloom.

The response to the Sherwin-Williams Floorlac sampling plan proves that this field is a wide one

and that it needs only intelligent effort to enter it.

The Floorlac introductory sample plan is to make it possible for dealers to give their customers forty-five cents worth of merchandise for fifteen cents. That is the foundation of the plan, but it is its execution that puts it over. Sherwin-Williams supplies the dealer with sample cans of Floorlac and good quality varnish brushes with which to apply the varnish stain at thirteen and a half cents a set. The dealer must sell the can and brush for fifteen cents and advertise the sale for a limited time only. He must also agree not to sell more than one sample to each person. The company furnishes all the advertising material necessary to make the deal known throughout the locality. In order to back up the plan the dealer should, of course, have sufficient stock of Floorlac on hand in the wanted colors. Special assortments were worked out for this purpose. There are six different assortments which dealers can order by number.

But it is the proper use of the advertising material supplied and the following of the suggestions made by Sherwin-Williams that make the plan work successfully. The advertising matter consists of practically all the kinds of material which could possibly be used, such as newspaper electros, lantern slides, Floorlac leaflets, store advertising, color cards, and personal letters.

All this matter is described in a booklet prepared for the purpose of exploiting this introductory sample sale. In addition to an explanation of the plan and a description of the advertising material which the company will supply, many helpful suggestions are made in regard to various matters, such as window display, store arrangement, display of goods within the store, how to stage a demonstration of Floorlac, how to arrange paint exhibits which will appeal to people, and there is also a little talk on the value of personal, creative salesmanship.

**KANSAS CITY** newspaper readers willingly pay one-third of a million dollars more annually for the Journal-Post than they would have to pay if they chose to buy Kansas City's other newspaper.

Which all goes to show the remarkable reader interest and reader appreciation accorded the Journal-Post.

*What greater proof  
of pulling power can  
advertisers seek?*

## **The Kansas City Journal The Kansas City Post**

*Net Paid Circulation—A. B. C. Auditor's Report for  
Three Months Ending June 30, 1923:*

**Daily, 313,378**

**Sunday, 202,079**

WALTER S. DICKEY,  
*Owner and Editor*

EDWIN O. SYMAN,  
*General Business Manager*

J. MORA BOYLE,  
*Advertising Director*

*National Representatives: Verree & Conklin  
New York Chicago Detroit San Francisco*

# Your 1924 Appropriation

Should Include the

## 2nd Annual Central Illinois FOOD AND HOUSEHOLD APPLIANCE EXPOSITION

To be Held in **PEORIA** Nov. 1-8  
1924

Under Direction of the

**PEORIA JOURNAL-TRANSCRIPT**

**THE BEST FOODS, INC.**  
111 WEST WASHINGTON STREET  
CONWAY BUILDING  
CHICAGO, ILLINOIS

Central Illinois Annual Food  
& Household Appliance Exposition,  
Peoria, Illinois. December 6, 1923.

Gentlemen: We were much pleased to learn through  
Central Illinois Annual Food & Household Appliance  
Exposition recently held at the Peoria Shrine that  
the distributor, Mr. Nelson & Finch, advised that  
they have opened many new accounts on WUCOA and  
are of considerable value. As a result, our  
times there was a large crowd. They state that all  
WUCOA booths and that our special drawing feature the  
giving of these dolls were given over in a big way.  
Two of these dolls were given away daily and it was  
almost impossible to handle the crowds attracted by  
this feature.

In fact, if conditions warrant it, we shall  
be glad to have a booth next year at your exposition.

Just One of Scores  
of Letters Received  
From Enthusiastic  
Exhibitors in the  
1923 Show

Very truly yours,  
THE BEST FOODS, INC.

*George Brown*  
Ass't Division Sales Mgr.

For Floor Plans and Particulars, Write or Wire

EXPOSITION MANAGER  
**PEORIA JOURNAL-TRANSCRIPT**  
PEORIA, ILL.

# How Chevrolet Helped Thirteen Dealers Pass a Sales Goal of \$1,500,000

A Combination of Intensified Advertising and Selling Turned the Trick in a Two Months' Campaign

By E. B. Weiss

LAST August, PRINTERS' INK received a letter from J. H. Blackmore, campaign manager of the Chevrolet Motor Company of California. Mr. Blackmore wrote that the Southern California Zone Office of the Chevrolet Motor Company of California was planning a sixty-day sales campaign to sell 2,400 Chevrolet motor cars in Los Angeles. The campaign was to be conducted through thirteen dealers.

"Would you please furnish the writer with a bibliography of PRINTERS' INK articles on such a campaign or similar ones?" Mr. Blackmore's letter continued. "We would also appreciate lists of your references on such subjects as 'Salesmen's Manuals,' and 'Conducting Schools for Salesmen,'"

The letter reached the offices of PRINTERS' INK on August 27. The next day the information Mr. Blackmore requested was in the mails. The campaign closed the last day of October, when it was found that the goal of \$1,500,000 had been passed by exactly \$63,463.

On December 14 Mr. Blackmore wrote PRINTERS' INK again. This time he had to say: "When we received your excellent cooperation in assisting us to plan a two months' sales campaign among our dealers in the city of Los Angeles, we promised you a description of our campaign and a report on its results. The information is enclosed."

The articles that Mr. Blackmore received referred to the sales plans of manufacturers in fields other than the automotive. However, the practical selling ideas they related helped his company bring to a successful conclusion an automobile sales campaign.

Through its Los Angeles Zone Office, the Chevrolet Motor Company wished to accomplish two major purposes with its thirteen Los Angeles city dealers. The company wanted to demonstrate to these dealers that a market existed for the sale of \$1,500,000 worth of Chevrolet cars during the months of September and October. It also was desirous of strengthening the individual sales organizations of these dealers.

As the campaign program was discussed, however, additional objectives were formulated, as follows:

- (I) To demonstrate that a market for \$1,500,000 worth of Chevrolets was present in the months of September and October.
  - (A) To plan and execute a house-to-house canvass.
  - (B) To get that volume without ill effects from an intensive selling campaign.
  - (C) To get large volume new car sales and at the same time to discourage excessive trade-ins of used cars.
  - (2) To sell used cars in order to keep the channels clear for new-car sales of increasing volume during and following the campaign.
  - (3) To move the entire line of models so as to leave dealer well-balanced stocks of cars in order to continue volume sales following campaign.
- (C) Improve all dealer organizations.
  - (1) More thoroughly sell all departments upon the product and its possibilities.
  - (2) Encourage and assist thirteen city dealers to organize and put on sales campaigns within their own sales forces.
  - (3) Make it possible for a small as well as large dealer to win on a measure of improvement in sales.
- (D) Put product and dealers dominantly before public.
  - (1) To plan and put over a Chevrolet publicity week.
  - (2) To have thirteen dealers advertise jointly.
  - (3) To have dealers put on individual intensive mail campaigns.

- (II) Permanently to strengthen the dealers' sales forces.
  - (A) Put fighting spirit into sales forces.
    - (1) Contests among salesmen for improvement over previous sales and for volume sales to include all models.
    - (2) To publish a campaign inspirational and pep paper.
    - (3) To conduct mass meetings.
  - (B) To put over idea of greatly enlarged sales forces to adequately cover the sales possibilities.
  - (C) Build up the individual salesman.
    - (1) To furnish a training plan.
    - (2) To award honors to large numbers on improvement over past records.
  - (D) To organize Sales Managers' Association.

As the campaign progressed certain changes were found necessary in the program. For instance, a central school for salesmen was considered, but the burdens of the campaign proved too heavy to permit it.

Basically, the campaign was composed of four contests, two among the thirteen dealers and two among the salesmen. Both the dealer contests were based upon the percentage of actual deliveries by the dealer as against the quota set in his contract with the factory. That insured equal opportunity for all dealers irrespective of their size. The awards went to the dealer who made the best showing in comparison with what both he and the factory considered his logical quota when he signed his yearly contract. The prizes were engraved copper plaques.

Inasmuch as the campaign was planned to improve the dealer's business permanently, as well as to demonstrate market possibilities, care was exercised to prevent unwise and excessive valuations on used cars as a result of a mad rush for business. Due to the eagerness with which participants go after prizes, sound selling principles are sometimes overlooked. In the automotive industry an unfair advantage can be gained by granting large allowances on used cars. Naturally such a state of affairs is not desirable. It creates a bitter rivalry that is not conducive to best team-work. Moreover, it does not bring about the lasting benefits

which every sales drive should strive for, if it is to be entirely successful.

For the purpose of insuring against possible trouble from this source, the "Grand Prize" was awarded for the largest volume of retail deliveries against factory allotment, less the actual amount accepted in trade-ins. A second prize, called the "Special Prize," was awarded on volume against factory allotment alone and regardless of trade-ins.

It is interesting to note that reports received following the campaign showed that the average increase in used car inventories during the campaign was less than 10 per cent, although new car sales increased over 33 1/3 per cent. The appraised value of the trade-ins accepted on new car sales represented but 15 per cent of the retail price of the new cars sold. This latter figure assumes a greater significance when it is realized that it means that the dealers were in better shape in their used-car business at the close of the campaign, than they were at the beginning. Another interesting point relative to these prizes, is that both of the dealer prizes were won by the same retailer and the dealers in second and third places in both contests were also the same.

Further describing the campaign, Mr. Blackmore wrote:

"Two mass meetings of the combined sales forces of the thirteen city dealers and one in which all departments took part were utilized to the limit in selling every man connected with the selling or servicing of Chevrolet cars. These meetings were used to sell them upon the product, the factory and dealers back of it and to emphasize the individual's place of importance in the whole scheme of marketing. The spirit engendered in the mass meetings was kept kindled by an original and peppy weekly campaign publication called 'The Gold Digger' which was mimeographed and mailed to every salesman at his home address. The paper was written at the close of each week

# THE ERICKSON COMPANY

## *Advertising*

**381 FOURTH AVENUE, NEW YORK**



*If you want to know about our work,  
watch the advertising of the following:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
GRINNELL SPRINKLERS  
WELLSWORTH PRODUCTS  
McCUTCHEON LINENS  
TAVANNES WATCHES  
PETER SCHUYLER CIGARS  
COLUMBIA WINDOW SHADES  
TARVIA  
L & G AGATE WARE  
WALLACE SILVER  
ENCORE PICTURES  
BARRETT ROOFINGS  
RUBBER ASSOCIATION OF AMERICA  
WESTINGHOUSE AIR-SPRINGS  
NEW-SKIN

*What we've done for others we can do for you.*

**Wood, Putnam & Wood Co.  
of Boston, Massachusetts  
announce that**

*MR. NEWTON FUESSLE  
Editor, Author and Advertising Counsellor*

**is now associated with  
this organization**



and contained complete reports on the four contests as well as sales helps and hot shots in a semi-humorous vein and pencil drawings of the same nature.

"Several meetings of the thirteen sales managers were held in which campaigns within the dealers' own sales forces were outlined along one standard plan. Through these meetings a permanent Chevrolet Sales Managers' Association was organized.

"One hundred and fifty thousand house-to-house folders provided by the factory were distributed throughout the city.

"In order to tie in the Chevrolet dealers' places of business a standard exterior holiday style of decoration with blue and white bunting and blue and white flags was used by each dealer that week for the exterior of his building and a standard window display consisting of printed cards and photographs illustrating traffic and 'courtesy' rules was used by each dealer. This interior display was so designed as to require but one pane of the usual display window leaving the remainder of his showroom for the display of the product. Several dealers also put in special displays of the product.

"The thirteen dealers, through the Los Angeles Chevrolet Dealers' Association, carried on a joint advertising campaign upon a little larger scale than they had been accustomed to. They had, in the past, been lumping a portion of their advertising funds for both newspaper and outdoor advertising.

"Two contests for individual salesmen were planned to encourage the improvement of every man selling Chevrolets and to reward large volume sales, but at the same time discourage the bunching of sales on one or two models which would produce an undesirable after effect following the campaign.

"The Dealers' Association awarded a little gold lapel button, appropriately engraved, to the men who made 100 per cent of their quotas. The quotas were set by the men themselves in many



## *An Innovation in Printing*

WE EXPERIMENTED with the idea of turning our equipment and plant over to buyers of large edition printing and binding—we "sold" them our plant, our facilities, and our staff of advisers.

The laboratory stage is passed, and the appreciation expressed by several nationally known publishers and advertisers has made this experiment an established plan.

We want you, Mr. Buyer, to walk in this plant, survey the complete mechanical equipment, the staff of craftsmen, our shipping facilities, and feel that they belong to you and are acting under your instructions.

No matter where you are located, we are at your back door with this idea and service, and we would welcome an opportunity to acquaint you with further details concerning our plan.



**Haddon Press**

INCORPORATED  
Where Federal crosses Nineteenth Street

GARDEN, NEW JERSEY

instances and otherwise by the dealer through the sales manager. As nearly as possible the quotas were based upon the past records of the salesmen with a percentage of increase expected during the campaign.

"The results of this contest are interesting in that the men who had the larger quotas were most numerous among the winners. One-sixth of the salesmen won buttons, but the same salesmen sold one-third of all the cars sold.

"The Chevrolet Motor Company gave a free trip to the Oakland factory to the three salesmen winning the highest number of points. The points ranged from one point to fifteen according to the model sold. Used cars were included in this contest with the ruling that but one of the three winners could be a used car man.

"Each dealer agreed to accept a district laid out by the districting committee (Los Angeles County is all unrestricted territory), in which he would conduct a house-to-house canvass for prospects, though he was permitted to con-

tinue to sell anywhere within the county. Each dealer agreed to make a minimum of 5,000 calls during the two months.

#### A SALES CATECHISM USED BY DEALERS' WORKERS

"Each sales manager was asked to turn in a list of the questions concerning the car and the points of sales resistance most commonly met with by his salesmen, together with what he considered the best answers. From these a catechism of eighty-four questions and answers was prepared and copies furnished each salesman.

"The Chevrolet Motor Company made up a special printed Chevrolet Retail Salesmen's manual. When these were given to the sales managers for distribution to their men they were accompanied with an outline for a short training course which each sales manager could use as the basis for his own school of instruction for salesmen with the help of the manual and catechism."

## *Let the Hardware Jobber Help You*

If you sell through jobbers your line is only one of thousands.

Give your products individuality and at the same time assist jobbers and their salesmen by the use of regular advertising in **HARDWARE AND METAL**. Consider this: A message every week in **HARDWARE AND METAL** tells your story to all the wholesalers and over 90% of the retail buying power of the Canadian Hardware trade.

**HARDWARE AND METAL** is the only Hardware paper in Canada that can furnish you with an A. B. C. audit. Write for sample copy.

# **Hardware - Metal**

MEMBER A.B.C.

MEMBER A.B.P.

*Canada's National Hardware Weekly Since 1888*

143-153 University Ave., Toronto, Canada

# An Invitation to Business Executives

Almost every important business executive within a night's ride of Chicago will visit this city one or more times during 1924.

Please consider this a standing invitation to call on us the next time you are in Chicago.

We should be glad to discuss with you your selling problems and advertising and merchandising plans. Such conferences carry with them no obligations. The give-and-take of informal discussions is mutually advantageous.

Most of our time is spent in actual work for clients. For that reason, it is impossible for us to keep in touch with as many concerns in this territory as we should wish. Don't think, because we may never have personally solicited your business, that we are not interested in serving you.

Make a memorandum, right now, to call on Johnson, Read & Company, in the very heart of the loop, the next time you visit Chicago!




---

**JOHNSON, READ  
& COMPANY**  
INCORPORATED  
*Advertising*

---

202 SOUTH STATE STREET, CHICAGO

Charter Member American Association of Advertising Agencies

# *What Magnus Johnson says*

About the condition of the wheat farmer may or may not be true, but down here in Southwestern Minnesota the **hen**, the **hog** and the **dairy cow** are piling up the dollars as usual, and the farmers of Southwestern Minnesota are spending them.

MANKATO retailers report a record-breaking volume of holiday business for December. The people of this territory are buying as actively as they ever did.

SOUTHWESTERN MINNESOTA is the home of diversified farming. It is a live market. Don't overlook it. It has one dominant newspaper—the

## **MANKATO DAILY FREE PRESS**

**FOREIGN REPRESENTATIVES: PRUDDEN, KING & PRUDDEN**

**NEW YORK**  
**LOS ANGELES**

**CHICAGO**  
**BOSTON**  
**SAN FRANCISCO**

There was a serious shortage of cars during the greater part of the campaign. This made it necessary to reach volume on what, at this season of the year, were the slower moving models. Nevertheless, \$1,563,463 of Chevrolet cars, at retail price to the user, were delivered during the two months. Dealers came out of the campaign without a shortage of certain models. The number of each model sold compared almost exactly with the schedule of production established by the factory at the beginning of the fiscal year, with the exception that more than the factory estimate of closed cars was delivered.

In conclusion, Mr. Blackmore writes: "It is felt that the results of the campaign are highly beneficial and will continue to be felt over a long period of time. Especially is that so in the two main objects set forth, that of demonstrating the possibilities of the market and permanently strengthening the dealers' sales forces through enlargement, the house-to-house canvass, and more direct coaching and training of salesmen by the individual dealer."

#### C. G. Abbey Joins Bucyrus, O., "Telegraph-Forum"

C. G. Abbey, recently business manager of the Bucyrus, O., *Telegraph-Forum*, has become manager of the advertising department of the Ashtabula, O., *Star-Beacon*.

Loyal Kletzin, one of the owners of the *Telegraph-Forum*, succeeds Mr. Abbey as business manager of that publication.

#### J. S. Kellogg Joins Walker Engraving Company

Joseph S. Kellogg, for nineteen years with The Suffolk Engraving Company, New York, has joined the sales department of The Walker Engraving Company, also of New York. Mr. Kellogg formerly had been with the Walker company twenty-four years ago.

#### Lynco Arch Supporter Account for Larchar-Horton

The Kleistone Rubber Company, Warren, R. I., manufacturer of Lynco arch supports and foot comfort appliances, has placed its advertising account with the Larchar-Horton Company, advertising agency, Providence, R. I.



# "Punch"

*"The Foremost Humorous Journal of the World"*

♦

**A SIGNIFICANT**  
A feature of the advertising bookings in "PUNCH" for 1924 is the number of regular Advertisers who have increased the size of their announcements and the number of insertions. The reason is not far to seek: those advertisers have already proved that, for the advertising of High-Class Goods and Service

*There is no substitute for  
"PUNCH."*

♦

**MARION JEAN LYON**  
Advertisement Manager "PUNCH"  
10, Bouvierie Street,  
LONDON, E.C.4, Eng.

# Salesmen Tell How They Would Help Their Weaker Associates

What Western Grocer Mills Found Out in Prize Contest for Selling Ideas

IN a recent issue of PRINTERS' INK the Schoolmaster commented on a prize contest instituted among the salesmen of the Western Grocer Mills of Marshalltown, Ia., by S. B. Sieg, manager of that concern. Mr. Sieg was concerned about the number of his men in what he calls the "coming division" and the apparent inability of some of them to break out of that class. The coming division is made up of salesmen who have not yet been able to reach a certain prescribed quota of coffee sales. Mr. Sieg asked everybody in the sales department to write him giving suggestions as to how these men could be helped into the higher divisions. He offered to pay a dollar for each letter received and to give special prizes to the writers of the four best letters.

Since the Schoolmaster made his comment the contest has ended. Out of more than fifty usable letters the following from a star salesman in the Minneapolis branch of the company was given first prize:

You ask for suggestions as to how you can enthuse your men in coffee selling. I wish it were possible for me to be able to make each man feel the same as I do, when I call on a merchant and present my arguments to sell our coffee. I go out with the feeling that you men at the Mills are giving me just the best that is in you, and with that feeling I go out and give you the best that is in me. I know that you are behind me, with all your resources, with all your advertising, with the very best kind of service, with coffee that will repeat, and with that feeling I fear no one. I never talk about my competitor's blends or brands; I just talk our coffee, but I do talk that from early morn till late at night.

"This letter was given first prize," explains Mr. Sieg, "not because it offers any new or startling idea as to securing coffee business but because it will inspire many of our younger men. It is interesting to note that the writer attributes his success to confidence

in our coffee, co-operation with the advertising department and hard work—a simple enough recipe, but effectual just the same. This man talks coffee six days a week, which means, after all, that plenty of work is the leading factor in getting ahead as a salesman no matter what other conditions may be."

The second prize was awarded to a salesman in the Dubuque branch for writing this letter:

I just finished reading your last week's newsletter the second time. I have been wondering how many letters you would get in reply to your request, and I certainly would like to read them. I feel my experience in the last few months has taught me more than I learned during the past years, so far as the coffee game is concerned. Just thought I would give you my idea of what to do to sell more coffee as I see it in my present position. Get to know the Western Grocer Mills as it is. Get to know the lines along which they are conducting their business today. Get to know we are conducting their business today. Get to know we are really selling quality and service. In the last analysis, know your stuff, twist more door knobs, and go to work.

The judges awarding the prizes could not see any new or revolutionary idea in this letter, either. But, as the salesman in question has made an outstanding success during the last year in the sale of coffee, it was felt that he knows what he is talking about when he puts hard work in the lead.

Here is the letter, written by a salesman in the St. Joseph branch that won third prize:

In response to your request, I wish to submit a few ideas, as they occur to me, with a view of increasing the interest in the sale of coffee by our "coming division salesmen."

To the coming coffee salesman, I would first impress on him the fact that our line of coffee, in both quality and price, is second to none. Next, I would have him consider the importance of the sale of coffee, as a help in securing other business. If he will get our brands of coffee established in a number of stores in his territory, his future will be secure. Therefore, his whole first effort should be to, as near as possible,



# ETHRIDGE

## The Best In Advertising Illustration

The ETHRIDGE Company's Art Staff is the largest in New York City, and includes specialists in all branches of illustration, such as

Character Studies  
Landscapes  
Decorative  
Poster  
Retouching

Figures  
Lettering  
Cartooning  
Fashions  
Mechanical

**COMPETENT ARTISTS** are employed for every medium of illustration, such as

Pen and Ink  
Charcoal  
Oil  
Crayon  
Ross Board  
Etching

Wash  
Water Color  
Pastel  
Dry Brush  
Pencil  
Modeling

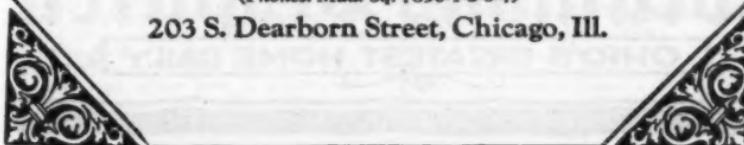
Phone, write or wire and our representative will respond immediately. Better still, call and look us over. A cordial welcome awaits you.

### ETHRIDGE COMPANY

25 East 26th Street, New York City

(Phones: Mad. Sq. 7890-1-2-3-4)

203 S. Dearborn Street, Chicago, Ill.





**Over 21,000,000 Lines  
In 1923**

*The Columbus Dispatch paid advertising record*

The Dispatch exceeded the next Ohio newspaper (Cleveland) by nearly 2,000,000 lines.

The Dispatch exceeded the other Columbus newspapers COMBINED by nearly 3,500,000 lines.

Over 500  
exclusive  
national  
advertisers  
in 1923

**Net Paid Circulation 87,561**

Largest in Central Ohio

Over 266  
exclusive  
local display  
advertisers  
in 1923

**Columbus Dispatch**

**OHIO'S GREATEST HOME DAILY**

sell our brands of coffee to every merchant that he calls upon.

He has the best line of roasted coffee that is offered by any firm. The price is such that the merchant always has a good margin of profit in selling at the popular prices. The advertising help from the Mills is superior to that of any competitor. Please tell me what more could be desired.

In speaking from many years of experience, I consider our brands of coffee as the strongest item in our whole line. I have used them as the entering wedge to secure other business, and have found them the mainstay in holding safely the business acquired. Hundreds of times, in years past, merchants have told me, "I saved that order for you because I had to buy your coffee," and did not want to divide the order.

The "coming coffee salesman" must feel the importance of coffee as a sales help, and that his coffee is right in quality and price before he can successfully approach the merchant. He must use his salesmanship to sell him one brand at least; sales of other brands can follow later. When sale has been made his next duty is to use his influence with the merchant and the clerks to have them push the sale of his coffee.

This is the all important test, a test of his standing with the trade, a final test of his efficiency as a coffee salesman.

In conclusion let me say to the "coming coffee salesman" that his success depends upon his securing a strong foothold with the trade by placing with them our brands of coffee; as it is an evident fact that unless he does get a good share of the coffee business on his territory he will never prove to be a valuable grocery salesman.

"We do not quite agree with the assertion of this salesman that a man cannot succeed in our business without a coffee volume," says Mr. Sieg. "It is possible for him to win without a coffee volume but he is much handicapped without it.

"Some salesmen may succeed despite a lack of coffee business, but we always feel sorry for them when we think how much further they could have gone if they had sold coffee as the foundation for their efforts."

A salesman in the Minneapolis branch won fourth prize with a letter recommending liberal use of the advertising department. It follows:

In Mr. Sieg's No. 43 Newsletter, I notice an invitation to offer a suggestion to the boys who have not made a good start on coffee. I am not much of a coffee salesman myself but will gladly let the boys know how I started and in a year's time my coffee volume has amounted to a good total. My strong

## SHELDON SERVICE FOR

### Newspaper Advertising

Highest Quality of Product  
Lightest Possible Weight  
Satisfactory Service  
Every Promise Kept

Our product demonstrates that we have the best equipped plant in the world for the manufacture of Newspaper Advertising Electrotypes, Stereotypes and Matrices.

We have designed a system for our clients' use in ordering shipments to newspapers or dealers that will save time in your office.

Let us tell you about our service and our product.

## SHELDON CO.

NEW HAVEN CONN.

New York Office: 38 Park Row

Put a Dime in the mail  
for this big tube



1/4  
actual  
size

Paste with

**"GLUEY"**

Quick drying, creamy, tenacious. Improved plunger stopper can't stick. Ask your dealer about the desk jars and economical pints, quarts, gallons.

The Commercial Paste Company  
Columbus, Ohio

Please address Dept. 115  
Sold by Department, Drug, 5 and 10  
cent stores and Stationers.

talk for a few months was package coffee. I would go to my customer with a sad look and say: "Bill, I am not selling any coffee and I must sell some to make a showing. Will you kindly start me off by buying one dozen 1-pound packages Chocolate Cream or any other kind that you sell the most of. If you sell more 40c coffee let me send you one dozen, but they only come packed 36 to the trial case and I know with the advertising we can give you that we can work up a big volume of business."

Now, if these boys are not taking advantage of the advertising department they are overlooking a good help because I know I have used it ever since I knew anything about it and here is where I think the trouble is. These gentlemen have not given enough attention to it. (Excuse me for being so plain about it, but it's a fact.) Some of the best coffee customers I have today started out with twelve 1-pound packages.

If any of these boys in the coming division will write to me I will gladly outline a little system for them to try. But if they will only find out about the advertising features they will be surprised at the results and it will not be long before there will be no coming division.

One advantage in selling package coffee is this, there is no one who can take it away from you after you get it once started.

This is rather an interesting adaptation of the policy of putting

up a poor mouth to customers and appealing for business on the ground of friendship or similar considerations. But it will be observed that the salesman rests his entire case on a tryout order of a dozen packages. If he cannot make good with them he is through. All he asks is an opportunity to show what his coffee volume plus the advertising can do for customers. It has been generally understood that sales presentations made on such a basis were undesirable. But here is a man who has piled up a big record in doing that very thing. It all goes to show that hard and fast rules for selling may be an interference rather than a help and that each man has to go after the problem in an individual way.

#### Walsh Harness Company Appoints Canadian Agency

The Baker Advertising Agency, Ltd., Toronto, has obtained the Canadian advertising account of the Walsh Harness Company of Milwaukee, Wis., which has lately established Canadian headquarters at Toronto.

## One of Our Clients Has Asked Us To Find An Unusual Man

**He might be described as a Director of Sales Development.**

**He will not be Sales Manager, but will be expected to study the salesmen's methods and suggest means of improving their effectiveness.**

**He will not be Advertising Manager, but will work in co-operation with us (the Agency), directing that part of the advertising program which must be carried out within our client's organization.**

**His largest task and opportunity will be to watch the everyday sources of our client's business, to detect lost opportunities and devise means of guarding against them, to find neglected sources of possible business.**

**The client is one of the best-known New York retail stores (not a department store).**

**If you believe you are the man we seek, please tell us why, describing your history, experience, capacity and personal characteristics as accurately as you can. Address "D," Box 235, Printers' Ink.**

# Chieftain Bond

## FIFTEEN WAYS TO ATTRACT!

With fourteen distinctive shades, in addition to white, CHIEFTAIN BOND affords an unequalled selection to those wishing to use bond paper in colors.

For users of direct advertising this double rainbow of colors will be found a great source of potential sales energy. For printers it provides a splendid opportunity for service to clients.

Color variety is but one of the advantages of CHIEFTAIN BOND. It is a good sheet for lithographing, or offset printing. It takes halftones remarkably well. It is a loft dried, rag content paper at a *medium* price.

*"Note the Tear and Wear as well as the Test"*

# NEENAH PAPER COMPANY

Makers of  
OLD COUNCIL TREE BOND  
SUCCESS BOND  
CHIEFTAIN BOND  
NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



# Increase **YOUR** Sales through **PERSONAL** Advertising Agency Service!

PERSONAL Advertising Agency Service, as we practice it, means that all conference and contact with Clients is through the Chief Executive of the Agency—

Who *personally* directs and supervises all important details of the Clients' Advertising and Merchandising plans—

Who numbers, among the Clients so *personally* served for the past ten years, two concerns whose combined yearly sales now exceed \$10,000,000.00—

And whose growing Organization now warrants extending PERSONAL Service to a limited number of additional concerns who are seeking increased Distribution and Sales.

*Conference, without obligation, on request*

**WILLIAM H. DENNEY Co.**

*Sales-Creating*  
**ADVERTISING**

METROPOLITAN TOWER  
1 Madison Avenue  
NEW YORK

*Member of American Association of Advertising Agencies*

## A Buyer of Life Insurance Speaks His Mind

Believes That Life Insurance Companies Are Losing Opportunities to Keep Their Present Customers Sold on Their Policies—Few Attempts at Advertising and These Not Very Inspiring

By C. F. Alward

THE other day I received a premium notice from a life insurance company in which I have a policy. In the lower left-hand corner of the slip there was a blurred stamping of this welcome message: "Final premium payment."

This was my reward so far as immediate results were concerned, after twenty years of careful planning, and at times, I am frank to admit, some very close figuring to make sure that the premium would be paid and the policy kept in force.

Now what has the company done during all this time to keep alive the enthusiasm that I felt for life insurance when this obligation was undertaken?

Absolutely nothing.

As I have had other policies mature in recent years, and these without any special comment from either the home office or the agent who wrote the policy, it is to be assumed that this practice of "silence" is quite universal.

It should be said, however, that the previous "final" notices did not show any rubber stamp reminder of the fulfillment of my twenty-year obligation, so it is evident that progress is being made.

Now what is this all about? Simply this:

Thousands of agents, most of them very clever and intelligent men, are giving their time and best thought to persuade men in various walks of life intelligently to consider life insurance. All the arguments that they can command are brought into play and thousands of dollars worth of insurance is being written daily.

## Send your Salesmen

### To Conventions and Expositions

Getting out and rubbing elbows with the other fellow at Conventions is time well spent. That's how salesmen gain new business-winning ideas—dig up new prospects—keep solid with present customers.

### WORLD CONVENTION DATES

*A Monthly Publication*

Will give you the meeting place, dates, Secretary's address and attendance for 8,500 annual Conventions and Expositions. From this record it will be easy to select a good number of coming events at which your salesmen can negotiate actual sales and pave the way for future business with new prospects.

Send \$15.00 at once and have your annual subscription commence with the Special DECEMBER number. It will start you off with a record of more than three thousand 1924 Conventions and Expositions at which the presence of your salesmen or an exhibit will net you a bundle of orders.

**Hendrickson Publishing Co., Inc.**

1402 Broadway New York City  
(Descriptive Leaflet No. 20 upon request)

### NEW BUSINESS FROM COLLEGE TOWNS

The Shotwell Mfg. Co., maker of Molly-O Candy bars, using only 10 college papers, made 30 new jobber shipments in five weeks. There are over 600 colleges in the country where such work can be done.

Ask us how to get student trade in any college or school.

**C** The COLLEGIATE SALESMAN, describing all our activities and listing all student papers sent on request.

Established 1913

**USA**

**COLLEGIATE SPECIAL  
ADVERTISING AGENCY, Inc.**

503 5th Avenue, New York City  
110 S. Wabash Avenue, Chicago  
117 Stephens Union Bldg., Berkeley, Calif.

The records of insurance companies must show a certain "mortality" of perfectly able-bodied, live human beings.

By this I mean men who fall by the wayside, and, for one reason or other, let their policies lapse, not through carelessness, or because they may be temporarily "hard up," but because they have lost interest in the whole scheme of life insurance and the wonderful plan of protection that it assures those for whom it was intended when the policy was written.

One company—the John Hancock, to be specific—sends out a greeting card every year on the birthday of the policyholder, but this is the only case of the kind that has come to my attention in my experience with seven different "life" companies.

This seems to prove my point that there is no consistent effort being made to sustain the interest and enthusiasm of the policyholder.

Premiums are paid, as we know, yearly, semi-annually and quarterly, and it seems as if, in the case of the insured who pay once a year, it would be good advertising to send a personal letter or a well-printed and attractive piece of advertising every twelfth month, and the number of policyholders who pay twice or four times a year should receive something with the same frequency.

The envelope "stuffers" are alright so far as they go, but only two of my seven companies use these regularly, and while these may be very convincing to some people, they seem to me to be altogether too general in their appeal.

The monotony is broken at times by the receipt of a card asking that the names and addresses of a few friends who ought to be interested in life insurance be filled out and returned.

I believe that my viewpoint is not a narrow one and that it is shared by many who have given some thought to this question.

Most all "life" companies pay a large percentage of the first year's

premium for new business, and this is no doubt desirable and necessary.

Now if it is worth something to a company to get *new* business on its books it is worth something to keep it there.

Advertising will do this and I cannot see from my own experience that the leading companies are taking advantage of their opportunities.

Of course, "direct-mail" advertising is not the only kind that is available, and it seems as if advertising has justified itself sufficiently, so that any definite suggestions would not be met by the answer that "expenses must be kept down, as this is a mutual company," etc., or for some other reason.

Someone has suggested that the best tire advertisement would tell of the condition of that particular tire at the *end* of 10,000 miles, and this seems like a good point.

By the same token, an advertisement that tells what a certain form of policy has cost the insured at the *end* of twenty years or ten years would make a stronger appeal to the average prospect than the general claim that "our company is the leading dividend payer," etc.

I appreciate that one form or style of solicitation will appeal to one man, and it will not be effective with another, but it is reasonable to suppose that a carefully prepared series of advertisements, telling the cost of certain policies over a period of years, would produce big results.

Of course, the agent is fortified with all these facts, but any one agent or any group of agents can only tell the story to a very small percentage of the people who should know it.

If I have not been sufficiently definite in my suggestions, here is a plan that is specific and to the point, if any company wants to try it.

Take certain cities—Washington, Buffalo and Indianapolis, for example.

Pick out all the policies held by individuals resident in these cities



**WORLD LABELER**  
labels this countersunk  
Tanlac bottle

A good label, properly put on, popularizes a product. It has a positive advertising and sales value.

World Labeler will label your products as well, and economically. You can multiply your output and reduce your operating cost by installing a World Labeler right now.

**Economic Machinery Co.**  
71 Union Street      Worcester, Mass.

*Bring your labeling problems to us*

**29,520,841  
AGATE LINES**

**for  
1923**



**For the third consecutive year,  
The Los Angeles Times has  
printed more advertising than  
any other newspaper in the  
World!**

that will mature in 1924 or that matured this past year and write an advertisement to be published in those particular cities showing the satisfaction felt by every man who has completed a "good job."

Picture his ideals and ambitions when he took out his policy ten or twenty years ago, as the case may be. Show by a well-written word picture his careful planning during the premium paying period, so that his beneficiary would receive all that he intended for "her" or "them."

And finally show the finished product, a paid-up policy in a strong, well-managed company, something that is not affected by fire or decay, by panics or business reverses, something that stands ready to "deliver" at the time when it will be most needed.

#### Improper Use of "Sheffield" on Plated Ware Charged

In a citation issued by the Federal Trade Commission, the H. O. Rogers Silver Company, of Taunton, Mass., is charged with the use of unfair methods of competition in the exploitation of silverplated ware.

The company manufactures silverplated ware which it causes to be stamped, according to the complaint, with the word "Sheffield" or "Sheffield, Made in U. S. A." which has the effect and tendency to cause purchasers thereof to believe that the respondent's product is manufactured in Sheffield, England.

The complaint states that the use by the Rogers company of the word "Sheffield" in connection with the advertising and sale of silverplated ware induces the trade and public to purchase its products in preference to competing products that are not labeled or branded as is the respondent's.

#### With A. D. Joslin Manufacturing Company

L. B. Graham has been appointed vice-president in charge of sales and advertising of the A. D. Joslin Manufacturing Company, Chicago, Ill., engraving and bank and railroad office equipment. He will direct a national advertising campaign which this company has started.

#### Wichita Agency Increases Staff

T. C. Patterson and J. E. Miller have been added to the staff of the Russell Advertising Agency, Wichita, Kan.

## PERSONNEL MAN

*A* LARGE ORGANIZATION desires a man of superior intellect, knowledge and judgment to study its force of managers with a view to furnishing its administrative department with managerial timber either from within or without the institution.

*Address*

**"B," Box 83, care of  
Printers' Ink**

## Advertising Editorial and Publishing Experience

We know a man, married, university trained (Yale and post-graduate Harvard) who has had exceptional experience in advertising, editorial and publishing work. He has been managing editor of a well-known weekly, has held editorial positions on other large magazines, has owned and published a newspaper, and latterly has been in charge of advertising and publicity for a big financial institution. Has a command of French and Spanish and has had experiences in Spanish-American countries. Seeking a broader opportunity, he is exceptionally qualified to act as

### Advertising Manager

He would appreciate an interview, which we shall be glad to arrange. Please address

H. J. R., care of

**WM. T. MULLALLY, INC.**  
198 Broadway      New York City

# Sales Manager

**EXPERIENCED IN BUILDING  
AND TRAINING SPECIALTY  
SALES ORGANIZATIONS**

I AM looking for an opportunity to apply my experience and energy where they will build solidly for the future.

I want to become associated with a financially responsible manufacturer who is in need of increased and improved sales representation.

I am 36, married, have two children, and have 16 years' experience in selling and sales management in the specialty field.

Address

"J," Box 230, Printers' Ink,  
New York

## When the Salesman Talks Himself Out of an Order

*(Continued from page 6)*

skin which has grown so thick that his sense of touch with the buyer is lost. It is too bad when the salesman loses that sense of contact. The untrained salesman calls it nervousness, feels it is nothing but fear. Yet those qualifications, properly controlled and put to work, later on become the sense of contact between the man who has something to sell and the man he wishes to interest."

There is a salesman named Ben Hirsch, known from "Coast to Coast," who seems to enjoy a sort of sixth sense in knowing when to talk and talk hard and exactly when to quit. Yet his quitting is never obvious. He winds up his sales talk painlessly, you might say. Whether he has made a sale or not, he drifts out of the selling talk into an impersonal subject and has made his exit without making the buyer feel that he has been sold something or, in the other case, letting the buyer feel that he has turned Ben Hirsch down.

One day I asked Ben how he accomplished this piece of selling business, because selling business it undoubtedly is, and selling business of the first water.

"Yes, it is conscious—oftentimes it is studied," Ben admitted. "In the first place, I make it a point never to let a man definitely turn me down. I've never been thrown out of a buyer's office, as the saying goes. Many a time I have failed to get the order I went after, but invariably I try to make it appear as though the closing of the business in question is merely a postponement and the buyer is usually more than willing to let the conversation drift into another channel, from which I can leave gracefully and cordially, all ready for a later call and with the stage all set for a future interview which is more than likely bound to be pleasant because the buyer was not left 'with his fingers crossed.'

**First in Pittsburgh!  
Second in America!**

in advertising lineage among evening and Sunday  
newspapers

# THE PITTSBURGH PRESS

in 1923 published a total volume of paid advertising of

**24,273,004** Agate  
Lines

and omitted more than 2,000,000 lines for which orders were received but could not be published on account of limitation of size of evening paper.

**Gain 2,277,366 lines over 1922**

Dominance and Leadership greater than ever before.  
First in everything in the Pittsburgh field.

# THE PITTSBURGH PRESS

is a Scripps-Howard newspaper—a member of the greatest newspaper enterprise in the world today.

National Representatives:

## ALLIED NEWSPAPERS, INC.

New York  
52 Vanderbilt Ave.

Cleveland

Chicago  
5 N. Wabash Ave.

San Francisco

## Wanted— Sales Manager

Nationally known and rapidly growing concern—the largest of its kind—offers unusual opportunity to aggressive, capable executive with sound merchandising ideas. Applicant should have experience in candy business or kindred line, but this is not absolutely essential. Our business is an intensely interesting one and offers big chance for self-development and financial progress. Substantial salary to start. Write immediately, stating age, education and experience.

**Address** "W," Box 231,  
Care Printers' Ink

## WANTED— Two Copy Men

### Number I

A man whose mistakes are behind him and who has the will to grow big with a New York Agency that is beginning to grow big *NOW*.

He must be able to show his ability through samples of work that in conception and execution of everything but art are one hundred per cent his own.

### Number II

A man with a technical turn of mind with unquestioned copy ability as assistant advertising manager in the office of a New York advertiser.

\* \* \*

Write, mentioning expected salary return. Incidentally, this organization is not short-sighted enough to doubt the value of any man in its own organization who, because of a commendable ambition, may answer this advertisement. Address "C," Box 234, Printers' Ink.

"Getting out without an order and doing it in such a way that you can get back and be welcomed is a first-class piece of work, but getting the order signed and then making the right exit is an even harder job. It must never be done awkwardly. On the contrary, many a future order is spoiled through a graceless conclusion of the sale—many a cancellation follows the windup handled in a clumsy manner."

It is a fact that immediately a man has made a purchase—has signed an order—there usually follows a psychological reaction which "wet-blankets" the purchase.

The average woman will tell you that she will wander all over town to find a hat—she will finally make up her mind as to the particular hat—she will go to that shop and select that hat. She will wear it out of the shop with great satisfaction *until* she gets to the next block or the first mirror or the next hat shop. Then, likely as not, she will register just a little thought that maybe that wasn't just the hat after all. If she could take it back gracefully she probably would do so.

"Obviously, the time to conclude the sale is the moment the order has been signed. Get it out of the buyer's sight," one salesman explains. "Don't let it lie around where he can commence to unsell himself. Many an order is unsold shortly after the buyer has signed. While it is often foolish for a salesman to grab his order and actually run out of the office, still that is often safer than to leave it and oneself around so the buyer can start to change his mind."

### A. E. Hawkins Joins Howland Agency

A. E. Hawkins has been placed in charge of the Boston office of the H. S. Howland Advertising Agency, Inc., New York. Mr. Hawkins was formerly with The Greenleaf Company, Boston advertising agency.

### Has Viyella Flannel Account

Wm. Hollins & Company, Inc., New York, maker of Viyella flannel, has placed its advertising account with Smith, Sturgis & Moore, Inc., advertising agency of that city. Women's publications will be used.

# "Find Us the Man"

A New York Advertising Agency, in pointing out to a client the possibilities for large-scale development in a group of drug and department store specialties which the client owns, concluded with this paragraph:

"But in order to insure a real achievement, we believe it is essential for at least *one* man to really want to do this thing more than he wants to do anything else in the world. An undertaking of this kind must appeal to him. He must put the same zeal and heart interest into it, the same concentration and singleness of purpose, the same constructive energy, that Wrigley put into gum, that Patterson put into the cash register, that Eastman put into the Kodak. We can't believe that a worthwhile success can be won on any other terms."

*The client said:*

## "Find Us the Man"

We believe he should be a young man around twenty-eight or thirty, equipped with some successful sales and executive experience in the marketing of advertised specialties that are sold through drug and department stores. The business is located in New York City.

Our client wants a man who is either a sales-manager now—or possibly an able and ambitious assistant to a successful sales-manager.

The right man is likely to realize that opportunity usually presents itself in the form of a difficult task; and that "big jobs" are nothing more than "hard jobs" successfully handled. Such a man can look forward to something more than a salary basis.

All applications will be acknowledged and held in strict confidence. State salary expected to start.

**Address "F," Box 87, Printers' Ink  
185 Madison Avenue, New York City**



usual youthful or idiotic cranks. So is all the cumulative wisdom of the ages in this room now; all the high-minded thought, all the folly; all the pure conceptions of right living, all the criminal desires and evil plans conceived in iniquity and nurtured, so their originators *think*, in secrecy.

What we will tune out or what we will tune in on; when we will receive with attention, or when we will "stand by" without it, is entirely up to us. It now develops that there is no such thing as "the dead past"—its heritage of influence is seen to be ours vitally and directly today, a living thing; but the throbbing actuality of the present progressive thought trend, the clearer interpretation of life, the broader understanding, the better morality, is, of course, the more insistent in our mental ear phones.

If we let our minds stay open to all the messages at once, we will get but a howling hodge-podge, and blame the Creator, or go berserk.

"Ring out the old—ring in the new?" The new idea is "tune in on both," but use some judgment.

### **City Planning and Business Planning**

Planning city plans and are guiding the development of the physical municipality accordingly.

In laying out a plan of this kind, it is necessary to look far into the future and to make provisions for the needs of the city 100 or even 200 years hence. Most of our large cities have been allowed just to grow, like Topsy, in a rambling, planless way. As a result, these cities not only lack the beauty which they might have, but also what is even worse, they are not able to administer to the social and economic requirements of their large populations to the best advantage.

We learn from the Department of Agriculture at Washington that the prevailing winds play, or at least should play, a big part in

laying out of cities. Springfield, Ill., is one of several cities that is at present recognizing this fact in a city plan which is under way. The forty-four year weather record of the Government's Weather Bureau for Springfield shows that the prevailing winds in that place come from the Northwest in January and February and from the South during the other ten months. For this reason the plan is to locate industrial enterprises in the northeastern part of the city. Thus the smoke and gases of the factories will blow over the residential section for only a short period each year. A little thing, you may say, but how it contributes to the health and comfort of the residents of the town.

As we said, advertisers could learn a lesson from the city planners. A common mistake that advertisers make is not to look far enough into the future of their businesses. They work too much from day to day and fail to prepare for the big developments that are sure to take place in their markets ten or twenty years hence.

### **Commenda- tion for National Vigilance Committee**

A report on the endeavor of the Timken Roller Bearing Company to protect its advertising investment through court proceedings, that appears elsewhere in this issue of PRINTERS' INK, moves us to commend the National Vigilance Committee of the Associated Advertising Clubs of the World for the manner in which it handled its part in this case.

The court records show that this committee attained its objective, namely, convincing the defendant in the case, the Schuman-Tigar Bearing Company, that it was misusing advertising.

But it is not only in the attainment of its objective that the Vigilance Committee is praiseworthy. The method of its attainment is equally to be commended. The committee did not

assume an heroic attitude. It did not rise as a thunder cloud of indignation and throw a bolt at the offending advertiser. Nor was it in the least dictatorial. Its approach was calm and dignified. Its letter, given in the report that appears in this issue of PRINTERS' INK, was a careful writing, courteous to the extreme, but clear and definite. It condemned the act, but not, in advance, the perpetrator. It did not sit in judgment, but rather pointed out that an offense existed, possibly entirely outside of the intention of the advertiser. It gave the offender a loophole and allowed him, whether innocent or guilty of intentional wrongdoing, to change his policy and yet preserve his integrity.

**"Popular" Businesses  
the Big Money-  
Makers**

up the stand taken by Amos Bradbury in his "Economics of a Moron," which appears elsewhere in this issue. Mr. Bradbury takes the position that full employment and good wages are, after all, our best assurance of prosperity.

It is the same thing as the old political slogan about the full dinner pail. We used to think that the workman's dinner pail was full when business was good, but now we know that business is good *because* the workman's dinner pail is full. Most of our economists have always been twisted on this question. They have placed the cart before the horse and as a result have never seen the true relationship that exists between wages and buying power.

As we said the business reviewers now recognize this relationship correctly. They are attributing the high level of prosperity which pretty generally prevails in this country at present, to the fact that there is a job, at good wages, for everyone who wants to work. "The buying capacity of labor has been the chief sustaining force back of the

general business volume," is the way one of these reviewers aptly states the situation.

We can find no better proof of the truth of this statement than the big sales which the chains, mail-order houses, department stores and other merchandisers have been piling up. The sales of large retail merchandisers are always an infallible index of the current buying power of the public. These retailers cater to the masses. They always do a good business when the public is able to buy. Contrariwise, they are immediately affected when wages are cut, unemployment prevails or when prices rise out of proportion to wages.

It is a significant fact that most of our outstanding merchandising successes are in businesses that cater to the masses.

The "luxury" business which caters only to the elite is not cast in a bed of roses. Its prosperity is drastically limited by the fewness of its customers. But a business like that of Colgate's or Wrigley's or Procter & Gamble's, may rightfully expect every person in the country to buy its product. All a business of this kind has to get out of each person in a year is a penny net profit, to give it more than a million dollars profit annually.

This is one of the greatest principles in commerce. If an "exclusive" business can be changed into a "popular" business, usually it can be changed from financial mediocrity to affluence. Changes of this kind have frequently been made. Cameras were once used only by professional photographers. Eastman created a popular use for them and thus established a business that is benefited by the increased buying power of every worker.

But the automobile is probably the best example that prosperity depends on the masses being able to buy. The motor car industry has witnessed its greatest growth only since cars were priced so low and terms of payment made so easy that a car is now within the buying reach of every wage-earner.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

**CLIENTS**

Liggett & Myers Tobacco Co.  
(*Fatima, Chesterfield and  
Piedmont Cigarettes*)

Johns-Manville Incorporated  
Western Electric Co.  
American Chicle Company

**"NOT HOW MUCH, BUT HOW WELL"**

**NOTE:** We are now ready to begin study and plans for one (and only one) additional account. We say "only one" because it is the policy of this agency to undertake the initial study and development of service on only one new account at a time.



The advertising of the  
Pittsburgh Plate Glass Company  
(Paint and Varnish) is handled by  
N. W. Ayer & Son.

Pittsburgh Plate Glass Company individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:

NAME	TITLE	WEEKLY	MONTHLY
Capt. Charles W. Brown	President, Pittsburgh	Yes	Yes
B. J. Cassady	General Paint Manager, Pittsburgh	"	"
E. J. Allee	Divisional Advertising Manager, Milwaukee, Wis.	"	"

Information furnished by the Pittsburgh Plate Glass Company

## Letters from readers of Printers' Ink and Printers' Ink Monthly

### Portland Cement Assn.

For many years the Helderberg Cement Company, of which I am an officer, has subscribed for PRINTERS' INK, and the Portland Cement Association has also subscribed for it. This has given me for many years an opportunity to read your very excellent publication.

F. W. KELLY,  
*President.*

### The Michigan Stove Co.

PRINTERS' INK is a very thoroughly read journal in this office. It first of all reaches Mr. Palms, first vice-president and advertising director, and is then passed on to the heads of various departments, and, as stated, is thoroughly read and digested each month shortly after its receipt.

H. B. GILLESPIE,  
*Treasurer.*

### Asbestos Brake Lining Assn.

Everyone of our members and all of their advertising agencies read your publication every week. It has been my pleasure to read PRINTERS' INK for many years, and I get actually peevish when the letter carrier is late delivering it.

ARNOLD A. MOWBRAY,  
*Commissioner.*

### Stephen F. Whitman & Son

I have been a reader of PRINTERS' INK and PRINTERS' INK MONTHLY for some time past.

W. P. SHARP,  
*President.*

### Johnson-Dallis Co.

I count the week lost when I do not read PRINTERS' INK, and an entire month lost when I do not read PRINTERS' INK MONTHLY.

ERNEST E. DALLIS.  
*Owner.*

### N. W. Ayer & Son

PRINTERS' INK and I have traveled long and pleasantly together—since the very first issue I believe—and I think it richly deserves the good opinion that I have of it. JARVIS A. WOOD,  
*Senior Partner.*

### A. B. Dick Company

I do miss the friendly visits I had with you (John Allen Murphy) on occasions, but I keep reasonably closely in touch with you through your interesting and instructive articles in PRINTERS' INK and PRINTERS' INK MONTHLY, both of which publications I read very religiously.

F. K. PENNINGTON,  
*General Sales Manager.*

### Sargent & Greenleaf, Inc.

As a reader of your magazine covering a period of some 20 years, I thoroughly appreciate its great value to all business men. (Subscribe to WEEKLY and MONTHLY.)

W. R. HILL,  
*President.*

### The Nu-Shine Company

Our concern has been a subscriber for both editions for quite a while. The mailing address is now in the name of E. L. Somers, secretary-treasurer, of the Nu-Shine Company. So that same may reach my desk more readily, I will thank you to change the address to B. R. Stone, care of the Nu-Shine Company, and enter the subscription as permanent until further notice, billing us annually on expiration of subscription.

We have found PRINTERS' INK and PRINTERS' INK MONTHLY most valuable. B. R. STONE,  
*President.*

# The Little Schoolmaster's Classroom

THE Schoolmaster has listened to many arguments about copy. He has heard the literary flavor both praised and blamed, as being without selling value.

Emotional copy, reason-why copy, copy that is specific and copy that is whimsical, historical or humorous, all have adherents and opponents.

Personally the Schoolmaster thinks they are all good in their place and knows that all at various times have produced good results, which after all is the final test of copy.

It is interesting always to analyze a piece of copy where the writer has consciously striven for a pleasing word effect, and at the same time has worked in specific selling arguments. Such a piece of copy recently appeared in full-page newspaper space in London. The copy is designed to interest the buyer in an easy chair called, by a happy choice, the Buoyant. Under the appropriate heading, "The Rest Cure," and the drawing of a man who appears almost lost to sight in the depths of an easy chair before a fire, the following copy appears:

"For all hours of reading and reverie; for the talk and the silence between friends; for all the fire-lit and lamp-lit hours of life; for now and for always—the Buoyant Chair.

"It stands soft yet solid on the rug; planted deep and permanent in the peace and quiet of a man's home, and across its broad and honest countenance and in and out of its deep recesses twilight and shadows come and go. It is an invitation. It is a temptation. Sink down in it; lie back in it; curl up in it. It is made for comfort. It breathes comfort. It is the king and emperor of comfort.

"The wonder is that anything so soft can yet be so strong. There won't be any knuckles in the seat of a Buoyant Chair. There won't be any elbows in the

back. It won't cry out in protest or in pain—not after a generation of merciless use. It will be an antique some day, but it will still be a great big heap of swallowing comfort.

\* \* \*

"And if you ask for the secret of this chair, the secret is mostly in the springs. Because, in the Buoyant Chair the springs are sprung on springs. They are nowhere and yet everywhere, never in the way and never out of it, nothing and yet everything, new when they are old, and old when they are new.

"Never before has human fatigue been so pampered and indulged."

The Schoolmaster takes pleasure in passing this bit of copy on to the Class. Note the positive, assertive, repetitive, selling copy "Sink down in it, lie back in it, curl up in it."

The copy writer, while he appeals to the buyer's imagination, and mentions the fire-lit and lamp-lit hours of life, the twilight and shadow, never gets off the main track of selling the chair. He mixes reason-why with whimsical words and imagination in a manner which makes it appear that visitors to the advertising convention this year in London may pick up some new copy methods, as well as give suggestions to our British cousins.

\* \* \*

Members of the Class are doubtless as familiar as the Schoolmaster with occurrences such as one described to him recently. Friend A had a checking account with the Asbestos National Bank. His Friend B, a thrifty young fellow, with several hundred dollars wanted to open a similar account and A recommended the Asbestos National.

B called at the bank with his money. After being politely directed by a uniformed attendant to a mahogany desk within a

## *Merchandising and School Books*

A complete merchandising plan has been worked out in connection with Advertising in **SCHOOL BOOKS** for 1924.

### *2,000,000 Circulation*

With any part of two million **SCHOOL BOOK** circulation we can provide an accurate list showing the number of **SCHOOL BOOKS** sent to each locality. This circulation will have its distribution nationally to children ranging in age from 10 to 14 years. The books will go into more than 1,500 towns and cities. A complete list of these places will be provided sufficiently in advance of the distribution to permit advertisers to "pave the way" for this work.

A smaller circulation can be ordered and confined to the Eastern States or to the Central and Western States.

**SCHOOL BOOKS** have daily activity and a long life—at least two years. Your full page advertisement will be a part of the lesson.

To be in the Schools in 1924 space must be reserved immediately.

*Write for a copy of the  
MERCHANDISING PLAN  
for Advertising in School Books.*

**EDUCATIONAL ADVERTISING CO., INC.**  
Exclusive Representatives of School Book Publishers  
1018 So. Wabash Ave. 1133 Broadway  
CHICAGO NEW YORK

# Advertising School Books

## W. I. HUGHES

*Circulation and Promotion Service*

1808 Tribune Bldg.

Beekman 4987

## Use an S. &amp; M Mailing List

Anticipate your need for the 1924 Campaigns—get our estimate of the number of names, cost, and length of time required to compile

A LIST OF YOUR PROSPECTS  
SAMPSION & MURDOCK CO.  
247 Summer Street Boston

# BEST-TEST

WHITE

## RUBBER CEMENT

A Real Adhesive

Send for free sample

UNION RUBBER &amp; ASBESTOS CO.

1133 Broadway N.Y. City

## A Publisher's Opportunity

A successful publisher with a twenty-year record of owning, managing and "building up" publishing properties, desires a connection with a technical, trade or class magazine.

Address

R. L. C., Box 85  
Care of Printers' Ink

## Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.  
185 Madison Avenue, New York

railed enclosure, B was kept waiting until a "smart" individual of perhaps thirty finished talking to another employee. Turning he "sized up" B and without asking him to sit, learned he wished to open an account and in a supercilious manner remarked that the bank couldn't bother with small accounts.

B insisted that he had several hundred dollars and mentioned that Friend A had sent him there and that he understood the amount required to hold an account was \$300. The supercilious one said that amount was to be raised to five hundred, and helpfully added that he doubted that B could obtain a checking account at any of the banks in the district. B retreated, humiliated and disgusted. A closed up his account by means of a special delivery letter explaining his reason.

Now B is a young chap, a potential financier, and he found a bank that made him feel at home. To the Schoolmaster, incidents of this sort seem far too common. While it is obviously true that banks with large overhead cannot consider small accounts, it is equally obvious that enemies may be avoided in enforcing the rule. If the time of a bank's officer or employee is too valuable to be spent in a brief regret and explanation of the conditions, then by all means have such matter printed on a bit of paper and handed the applicant with a *smile*.

The favorable reasons which brought a small depositor to a large bank, if he is not discouraged, will be operative when his financial position is improved. The economics of the present practice are entirely against it. Why should courtesy be allowed to destroy in the slightest degree that good-will which is being built by years of advertising and at a cost of many thousands of dollars? The call of an applicant should be looked upon as an opportunity to cement a friendship. Such friendships though without immediate or apparent gain could inevitably result in but one way—multiplied good-will.



# Private-Rapid-Economical

The Multicolor Press can be simply installed and easily operated. Just a corner of the plant and an ordinary employee to run it—and there you are! Instantly available, private, rapid and economical. Conservative figures estimate the saving from 40 to 60%, but it is hard to estimate the convenience and time-saving for thousands of leading firms who are finding it invaluable.

The Multicolor uses ordinary type, flat electros, zincs and halftones. A complete private printing plant, by which you can control deliveries and save its cost in one year or less.

Write for the free book. We'll send, also, samples of the good work done.

**LISENBY MANUFACTURING CO.**

225 No. Michigan Blvd.

Chicago, Ill.

# Multicolor Press

**EVENING HERALD**

Los Angeles, Calif.

**Gained 21,696****Daily Average Circulation**

Sworn Government Statement, Six Months Ending Sept. 30, 1922, 145,953 Daily. Six Months Ending Sept. 30, 1923, 167,649 Daily. Increase in Daily Average Circulation, 21,696.

**It Covers the Field Completely****REPRESENTATIVES:**

H. W. Moloney, 684 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg., 6  
North Michigan Ave., Chicago.  
A. J. Norris Hill, 710 Hearst Bldg., San  
Francisco, Calif.

**MANAGER**

Advertising, sales and office executive of more than 10 years experience in specialty lines, available now. Knows by experience, how to organize and direct a selling force; how to build and maintain a dealer organization and also how to sell economically by mail. A good copy writer and a versatile producer of effective sales literature, he has distinguished himself in sales promotional work and direct by mail sales. Will go anywhere. Salary \$4,200. Address "B," Box 233, Printers' Ink, Illinois, Merchants Bank Bldg., Chicago.

**American Lumberman**

Published in CHICAGO

Member  
A. B. C.READ wherever  
Lumber  
is cut or sold.**CANADIAN  
ADVERTISING****CALL IN****SMITH, DENNE & MOORE**

LIMITED.

TORONTO - Lumsden Bldg... MONTREAL - 275 Craig St.W

Lord & Taylor, the New York department store, had an advertisement in the newspapers on Christmas morning, which carried the spirit of courtesy and of consideration for the rights of the customer about as far as the Schoolmaster has seen it carried in many a day.

It was headed "On Christmas Morning" and occupied such generous space that there was no danger of any reader missing it.

The Schoolmaster is gladly giving of his space so that the Class can read for itself this unusual advertisement. Here it is:

"Christmas day has no place for regrets over gifts, selected and ordered sent, that have failed to come. By this time every present that bears the Lord & Taylor imprint should be in the home for which it was destined, ready for the celebration.

\* \* \*

"To guard against disappointment, a number of our people, both men and women, have volunteered to devote a part of the holiday to making assurance doubly sure that every gift purchased reaches today the person for whom it was intended.

"So our telephone operators, stock men, general superintendents and suburban superintendents of deliveries, chauffeurs, and helpers have made our interests and your interests their personal interest in seeing that there should be no disappointment over the failure to make delivery in time for the holiday.

"Last year out of thousands of

**CALL IN****SMITH, DENNE & MOORE**

LIMITED.

TORONTO - Lumsden Bldg... MONTREAL - 275 Craig St.W

presents delivered the day before Christmas only a handful went astray. This year we are striving for that great ideal—a perfect score.

"If a Lord & Taylor gift has failed to arrive, please telephone Fitzroy 1900 this morning, between 9 and 10:30 o'clock. A duplicate or similar article, if it is humanly possible, will be in your hands within a few hours. This applies not only to New York City, but to all cities and towns in the district covered by our daily deliveries. A Merry Christmas!"

### Jahial Parmly Dead

Jahial Parmly, president of the Willcox & Gibbs Sewing Machine Company, New York, died at his home in that city on December 26 at the age of eighty-one. Mr. Parmly joined the company in 1873 as treasurer, and also was elected president in 1902. He retired as treasurer in 1922 but continued as president.

### Heads Coca-Cola in Canada

William M. Brownlee, formerly president of the Cable Piano Company, Toronto, has been appointed managing director of the reorganized Coca-Cola Company of Canada, Ltd., which began to function on January 1. The company has \$4,000,000 invested in its twenty-two Canadian plants and offices.

### Pittsburgh "Press" Appoints Allied Newspapers

Allied Newspapers, Inc., publishers' representative, New York, has been appointed national advertising representative of the Pittsburgh, Pa., *Press*.

### Joins New York "Tribune"

Paul K. Thomas, formerly with Erwin, Wasey & Co., at Chicago, has joined the financial advertising staff of the New York *Tribune*.

## Population 69,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

# Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6¢ cts. per line, 9¢ cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements

## SALES MANAGER

*Available February 1st*

A man of broad experience in the automobile field who has been sales manager of a prominent automobile company for more than three years.

Address "G"

Box 88, Care Printers' Ink

### Mechanical Window Display Opportunity

We are the originators and have patents in the United States and Foreign Countries on a Mechanical Window Display Device that is being used by some of the largest concerns in the world. Very simple and can be produced in large quantities at a reasonable cost.

We want to place this device in the hands of a Live, Going Concern or a Wide-Awake Individual who can push it and make some real money. We will also consider proposition of selling it outright.

This proposition will bear the closest investigation, and all inquiries will be kept confidential if so desired.

The American Display Company  
Dayton, Ohio, U.S.A.



## Copy Specialist and Executive

University graduate, financial training, eight years in Copy department of large New York advertising organization, serving financial institutions, manufacturers, distributors and retailers.

For five years has directed copy production under exacting requirements. Has first-hand knowledge of printing, is apt in illustrative ideas and experienced in color work.

Wants permanent connection with New York City advertising, financial or other concern of high standing where he will have opportunity to show creative ability and assume large responsibilities.

Gentile, high type, married, 44. Salary, \$6500. Address

"H," Box 89, Care of Printers' Ink

## ADVERTISING SALESMAN WANTED

### OHIO TERRITORY

A monthly magazine, member of the A. B. C. and A. B. P., published for the management of manufacturing companies requires an experienced representative for the Ohio Territory with headquarters in Cleveland. Reasonable drawing account against commissions. State fully your experience, age, and other qualifications. All replies will be regarded as confidential. Address "E," Box 86, care of Printers' Ink.



## HOW TO EXPORT

A weekly magazine describing foreign advertising, shipping and financing methods used by successful American export manufacturers.

### EXPORT TRADE AND FINANCE

282 Broadway New York City

Send \$1.00 for subscription to next 12 issues

**Howell Cuts**  
for house organs  
direct mail and  
other advertising  
ask for proofs  
Charles E. Howell, Fisk Building, New York

## Canada Advertising to Obtain American Colonists

Farmers throughout the United States are being invited to emigrate to Canada in a campaign recently commenced in national and State agricultural mediums by the Canadian Department of Immigration and Colonization, headed by the Hon. J. A. Robb. Page space is being used in a number of farm publications in the United States. The campaign is to extend over a period of at least eighteen months. It is being handled by The James Fisher Company, Ltd., advertising agency, Toronto.

## Kuppenheimer Profits Increase

B. Kuppenheimer & Company, Inc., Chicago, House of Kuppenheimer clothes, for the fiscal year ended November 3, 1923, reports net profits after depreciation, Federal taxes, etc., of \$877,723, in contrast with net profits of \$366,211 for the preceding fiscal year. Trade-marks and good-will are carried on the company's balance sheet at a valuation of \$1. At an annual meeting recently the directors and officers were all re-elected.

## Death of J. F. Ryan

James F. Ryan, of the E. H. Clarke Advertising Agency, Chicago, died December 26 at his home in Chicago. He started his advertising career with the *Omaha World-Herald* and the *Omaha Bee*, and has since been with Lord & Thomas, Chicago, and operated an agency of his own. He was 65 years of age.

## San Francisco Publisher Buys Weekly Newspaper

George F. Morell has bought the South San Francisco, Cal., *Enterprise*, weekly newspaper, from Robert Speed. Mr. Morell also is publisher of the Palo Alto *Times* and the Redwood *Tribune*, both daily newspapers.

## San Francisco Office for Lord & Thomas

Lord & Thomas, Chicago, are making arrangements to open an office at San Francisco. It is expected that this office will be in operation within a short time.

## Watertown "Standard" Appoints Howland and Howland

Howland and Howland, publishers' representatives, New York, have been appointed advertising representatives of the Watertown, N. Y., *Standard*.

**"GIBBONS Knows CANADA"**

TORONTO MONTREAL WINNIPEG

# Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

## BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New or Pre-Used

#### Printers' Complete Outfitters

Conner, Fendler & Co., New York City

**PERIODICALS, HOUSE ORGANS, CATALOGS, etc.**—First-class work; All service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices, 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

**85,000 MAILING**—We will mail your small circulars with our magazine. Big Mail Order puller. Men and women. If interested address Box 659, Printers' Ink, Chicago office.

#### WANTED TO BUY

Small interest in trade or class publication, with possible active connection with same. Experienced editor. Box 667, Printers' Ink.

**Addressograph at Half Price**—Model F2, ribbon print, direct or alternating current motor, used eight months, in first-class operating condition. W. J. Ellis, 1114 Sansom Street, Philadelphia, Pa.

**A PUBLICATION PRINTING HOUSE** well equipped, 30 minutes from New York, doing book and catalogue work, can take on a few more periodicals.

**JERSEY PRINTING CO.**  
10 W. 23d St., Bayonne, N. J. Phone 1265

**SALES OUTLET** wanted by large manufacturer in New York District, who has developed an Armored Flooring which will withstand the hardest usage. Material can be sold wherever floor or road maintenance is a serious problem. Liberal commission allowed with exclusive territory to a reliable experienced salesman or sales organization that can give proper assurances for steady business. Box 642, Printers' Ink.

### Advertising Agency For Sale

Here's your chance to get that little agency you've dreamed about. Good Wisconsin town. Nice, well-equipped office. Income nearly \$5,000 net this year. One hard worker and part-time stenographer can handle. Growth depends upon ability of man. Diversified accounts. Big prospects. Good reason for selling. Price, \$2,000 cash. Address Box 637, care of Printers' Ink.

**Cylinder Press, WHITLOCK 22-34,** fly delivery, fully equipped with motor in first class condition. Great sacrifice to clear. Mr. Lutter, 8th floor, 165 William Street, New York City.

## HELP WANTED

### SALESMAN

Direct Advertising salesman with a record of results. Connection with successful Detroit concern with a background of accomplishments; liberal backing with sales promotion work. Box 649, P. I.

**PARTNER, ACTIVE OR SILENT, IN ADVERTISING AGENCY.** Must have advertising experience, capital, or both. American preferred. "N. K." Box 738, 673 Broadway.

**FOREMAN OF COMPOSING ROOM—** Union, high-grade man, experienced in layout work. Apply by letter, stating age, references and salary desired. Box 666, Printers' Ink.

**Advertising Art Salesman** for progressive studio specializing in Direct-by-Mail Advertising. Commission basis until proven—interest in firm as reward. Only a competent person considered. Box 641, P. I.

**WANTED:** Man who knows painted bulletin advertising by high-grade concern with established plant in big mid-western city. Selling ability required. Good opening. Box 639, Printers' Ink.

**Advertising Representative or Agency,** reliable, established, who can increase present substantial advertising. Attractive commission, co-operation, territory. Money Making Magazine, 117 West 61st Street, Columbus 9243.

### COPY WRITER

A Seattle Advertising Agency, long established has an opening for an experienced copywriter. A man who can show the necessary ability to take charge and develop department will be given rapid advancement. In writing give complete particulars together with specimens of your work, and the salary you expect to earn. Address Box 647, Printers' Ink.

**HERE IS AN OPPORTUNITY FOR A REAL ENERGETIC ADVERTISING SOLICITOR ON A LIVE WEEKLY NEWSPAPER IN BROOKLYN. SALARY AND COMMISSION BASIS. REMUNERATION COMMENSURATE WITH YOUR ABILITY. ADDRESS GIVING FULL PARTICULARS, FORMER EXPERIENCE AND REFERENCES. BOX 653, PRINTERS' INK.**

## WE CONNECT THE WIRES

WE'RE SCOUTING after two newspaper men—a classified advertising manager worth \$4,000; a circulation manager who rates around \$6,500. Positions are in the Middle West. Each calls for record of successful performance in big league cities. Wire us, and mail all essential facts. No advance fee; fair commissions from men placed.

## FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**SALESMAN:** We have an interesting proposition to offer applicants who have some experience in high-grade printing. Good personality and satisfactory references absolutely essential. We do the missionary work by mail, and supply you with live prospects. Territory: Newark and surrounding Jersey towns. Apply with full information as to experience, etc. Box 633, Printers' Ink.

## ADVERTISING MANAGER

for high-class woman's magazine—woman of experience—fine appearance, good salesmanship, ambitious, resourceful. Salary and commissions. Address Box 650, care of Printers' Ink.

THOROUGH AGENCY MAN  
WANTED!

A competent, small, successful and growing merchandising-advertising service affords a most unusual opportunity to an all-round, thoroughly capable and experienced advertising agency man who is desirous but financially unable to go into business entirely on his own account. To such a man we extend every opportunity to develop as far as his ability will carry him without any investment on his part except his own time.

A man familiar with the textile and apparel industries with a thorough knowledge of production preferred. Address Box 655, Printers' Ink.

SALES EXECUTIVE  
With Advertising Experience  
WANTED

By a corporation, launching a national sales campaign, with a revolutionary popular-priced specialty where market has been prepared by years of agitation and propaganda. Sales possibilities have been tested, with tremendous results. This man may come into the organization as an officer where possibilities are unlimited. Moderate investment necessary, but association with men of highest standing assured. Strong support will be given the right man. Stringent investigation will be allowed and must be given. Address, Box 663, Printers' Ink.

**ADVERTISING SOLICITOR WANTED**  
Old established trade paper, New York City, has an opening on the selling staff for two young men, about 21 years of age. Commission basis with small drawing account to start. Address Box 654, Printers' Ink.

**WANTED**—Man with proven ability to sell half or two-thirds of the output of a modern, brick, mill constructed and sprinklered factory, modernly equipped and now making automobile bodies, both closed and open, established 35 years, with unbroken record for earnings. Extraordinary opportunity is offered the man who can keep it supplied with something to do in wood or metal, or the owner will sell outright on account of age and other interests. Only applicants giving full information as to their fitness in first letter will be answered. Frederic A. Ames, Owensboro, Ky.

## MISCELLANEOUS

SPANISH TRANSLATIONS  
SPANISH COPYWRITING

R. GONZALEZ

Room 1108 1133 Broadway  
Watkins 3330-J

**REFERENCE ALBUM**—Lays flat when opened—binds quantity of clippings, papers, etc., on gummed hinges. Convenient sizes. Other up-to-date filing devices. Zeta-Be Company, 30 E. 42nd St., New York.

## POSITIONS WANTED

Industrial and Technical adv. man, age 27, desires position with manufacturer or agency. 8 years' experience, now account executive in agency. Box 643, Printers' Ink.

**YOUNG MAN**, 22, technically trained, photographer, typist, wants to get into advertising firm in New York. Box 661, care Printers' Ink.

**PUBLISHERS' REPRESENTATIVE**  
College woman, Agency trained executive, desires position as Advertising solicitor for a good publication—preferably for women. Box 645, Printers' Ink.

**"My kingdom for an O. K."**  
Agencies! let me put the pull-motor on that copy your "resident" staff is falling down on. Box 638, Printers' Ink.

I am successfully representing a New York City manufacturer in Phila. and adjacent territory, and want one or two additional accounts. Prefer lines that have some distribution, but need concentrated effort. Box 640, Printers' Ink.

## Printing Production Man

available for Advertiser, Agency or Printer. Age 32. Gentle, college graduate with practical experience. Served as purchasing agent and assistant shop superintendent; recently participated in typography campaign of manufacturers serving printers and advertisers. Knows technical details and can plan and supervise to secure a complete product. Address Box 657, Printers' Ink.

**COPY WRITER AND LAYOUT MAN** of long experience wants position with trade journal or advertising manufacturer. Franklin Myers, Hamilton Beach, L. I.

**Managing Editor and Editorial Writer** on business topics for New York publication (six years) seeks connection. Has some publicity writing experience. Box 665, Printers' Ink.

**ADVERTISING MANAGER**—Experienced man part time for no more than cost of amateur full time. Experience means both *savings* and *sales*. Finest references. Box 652, Printers' Ink.

## ARTIST

Young man desires half-time position. Pencil sketching. Box 669, Printers' Ink.

### COPY WRITER

Part service of \$10,000 man. "Few equals" says world's largest wholesale house. Manufacturing, wholesale, retail experience. Box 651, Printers' Ink.

## COPY

New York free lance, formerly big agencies' copy chief, will serve manufacturer or agency. Box 644, Printers' Ink.

### SALES MANAGER

or Assistant in large selling organization. Fifteen years' experience in food stuffs. Capable of meeting large buyers. Available at once. Highest references. Box 634, Printers' Ink.

### COPY AND LAYOUT

College man, 4 years' experience. Advertising manager of gift shop 2 years. Familiar with photography, printing, engraving. Wants to connect in N.Y.C. Box 662, Printers' Ink.

## My New Year's Resolution

Resolved—That I shall endeavor to connect with some concern seeking the services of an experienced and reliable all-around commercial and figure artist. Box 646, Printers' Ink.

### Assistant Advertising Manager With Initiative

Analytical, business-building ideas. Sound training, manufacturers, agencies, university. Copy, layout, sales research, etc. Versatile. Age 27. Box 658, P. I.

### TOP-NOTCH ADVERTISING MAN

Ten years' agency experience. Three years advertising manager for prominent manufacturer. Planned and written many successful national and direct-by-mail campaigns. Familiar with all phases of advertising and merchandising. Strong on ideas, layouts and sales plans. Rapid, forceful writer. Understand all ins and outs of printing, commercial art and engraving. 40 years of age. Contemplate making change and would be interested in hearing from manufacturer or agency desiring services of a high-caliber man of proven ability. Salary \$6,500. Address Box 664, Printers' Ink.

**Experienced Advertising Woman** available to agency of good standing. Address Box 668, care of Printers' Ink.

**COPY WRITER** in New York department store desires position of larger scope. Her 3 years' advertising experience includes newspaper copywriting, layouts, booklets, editing house organs, and freelance agency copywriting. (N. Y. C. only). Box 660, Printers' Ink.

**EXPERIENCED COMPILATION MANAGER**—Young lady, eight years' continuous experience as head of compilation department of a well-known national reference publication wishes to make new connection. Has also library and filing training. Highest recommendation from present employers. Box 656, P. I.

**ADVERTISING, MAGAZINE and PRINTING MAN**, now employed as business manager of illustrated class weekly, is now available for position where a wide knowledge of constructive magazine and printing work is needed. Familiar, by practical experience, with the selling of space, circulation; printing and engraving costs, etc. Salary to start, a secondary consideration. Opportunity paramount. Box 648, Printers' Ink.

## AGENCIES—MANUFACTURERS

Seasoned executive offers ability, loyalty and experience as Treasurer, Office Manager, Auditor, Accountant or other major executive. Specialist in Agency problems. A man who has arrived—accustomed to full responsibility. Knows Agency business from A to Z—fifteen years in this and manufacturing fields. Box 635, P. I.

## BINDERS FOR PRINTERS' INK

**\$1.00 Each, Postpaid**

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

**Printers' Ink Publishing Co.**  
185 Madison Ave. New York

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NEW YORK, January 3, 1924

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## *A Test Kitchen -- in the heart of Boston's shopping district*

On November 12, 1923, the Boston Herald-Traveler inaugurated another service to the women of New England . . . a service absolutely unique in newspaper annals. A Test Kitchen . . . in the heart of Boston's shopping district . . . facing the famous Boston Commons and the multitude of busy shoppers in Tremont street. Ideal quarters for a public service . . . providing easy accessibility to the thousands of home-makers it serves.

Every new food, every original food combination, every labor saving appliance that is brought to the Better Homes Bureau of the Herald-Traveler, is being tested. Recipes that appear in the Bureau's pages are being tried. Miss Stena Holdahl in charge of the Test Kitchen, is a graduate domestic science worker and has been engaged in food research work for the past eight years. Thus efficient supervision is assured.

All foods and appliances will be subjected to a thorough test . . . the results filed . . . and placed at

the disposal of Herald-Traveler readers. Housekeepers who are contemplating the purchase of any device are cordially invited to avail themselves of the Better Homes Bureau's experience. No product will be suggested for use that does not bear the Bureau's stamp of approval.

That this innovation among a metropolitan newspaper's services struck a responsive chord in the women of Boston and all New England is best demonstrated by the tremendous, eager audience that daily throngs this down-town laboratory to ascertain the latest developments in modern cookery and approved foodstuffs.

To National advertisers of pure foods and the best appliances . . . advertisers who, being business men, are consistent enough to regard their advertising as a BUSINESS . . . the inauguration of this service will be of vital interest. The Herald-Traveler will be very glad to show those advertisers "The Road to Boston" and answer any question relative to the operation of the Better Homes Bureau Test Kitchen.



### BOSTON HERALD - TRAVELER

# The Lucky 77<sup>th</sup>

**H**OW LONG can The Chicago Tribune continue its amazing growth?" is a question frequently asked.

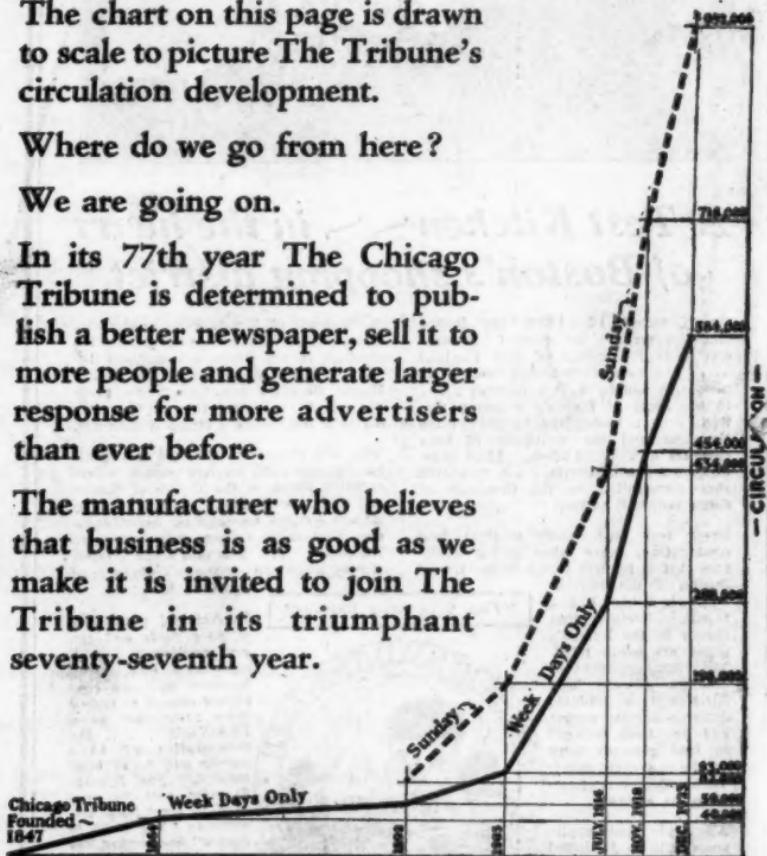
The chart on this page is drawn to scale to picture The Tribune's circulation development.

Where do we go from here?

We are going on.

In its 77th year The Chicago Tribune is determined to publish a better newspaper, sell it to more people and generate larger response for more advertisers than ever before.

The manufacturer who believes that business is as good as we make it is invited to join The Tribune in its triumphant seventy-seventh year.



## The Chicago Tribune

**THE WORLD'S GREATEST NEWSPAPER**

512 Fifth Avenue  
New York City

Tribune Building  
Chicago

Haas Building  
Los Angeles